



Public Relations Leaders as Sensemakers: A Global Study of Leadership in Public Relations and Communication Management

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Public Relations Leaders as Sensemakers presents foundational research on the public relations profession, providing a current and compelling picture of expanding global practice. Utilizing data from one of the largest studies ever conducted in the field, and representing the perspectives of 4,500 practitioners, private and state-run companies, communication agencies, government agencies, and nonprofits, this work advances a theory of integrated leadership in public relations and highlights future research needs and educational implications.

This volume is appropriate for graduate and advanced undergraduate students in international public relations and communication management, as well as scholars in global public relations, communication management, and business. It is also intended to supplement courses in public relations theory, strategic communication, business management, and leadership development.

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