



Chartered Public Relations: Lessons from Expert Practitioners

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The key institution in PR policies, standards and best practice, the Chartered Institute of Public Relations [CIPR] is the professional body for PR practitioners in the UK. In this anthology of 20 essays edited by CIPR President Stephen Waddington, leading chartered practitioners highlight the shift to professionalism in the profession and address current topics such as the quantification of results in PR, internal communications, freedom of information, global communication and more. The essays discuss the shift to the open organization, the application of best practice in different markets and the impact of globalization, and offer reflections on the fundamental theories of PR and their application to modern practice.

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