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organizations and society Covering topics such as AI driven crisis communication algorithmic bias and human robot interactions the authors provide both theoretical frameworks and actionable strategies to help readers navigate the AI driven landscape The book is structured into three distinct sections each addressing AI s impact at different levels of communication including individual professional and organizational and society levels The opening section explores personal experiences with AI followed by an examination of AI s transformative role in public relations and strategic communication including crisis management employee communication and AI augmented content creation The concluding section delves into the broader implications of AI on democracy media ethics and cultural biases Offering expert guidance for integrating AI tools responsibly while addressing privacy concerns and ethical dilemmas *AI and Strategic Communication* Presents cutting edge research from experts in AI PR and media ethics Discusses emerging AI driven technologies and their implications for PR professionals Discusses AI s impact on democracy misinformation and truth in public discourse Includes a forward looking analysis of AI s evolving role in communication Offers recommendations for future research and professional adaptation Features research backed insights practical strategies and real world case studies With a multidisciplinary approach to communication in the digital age *AI and Strategic Communication Navigating the Future* is essential reading for students educators and industry professionals looking to stay ahead in the evolving field of strategic communication It is an ideal textbook for undergraduate and postgraduate courses on digital communication and social media communication ethics and technology advanced public relations and strategic communication

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Relations introduces students to the key concepts and practices involved in the day to day running of a PR operation whether it is a company department an independent agency or any organized group focused on PR The book s unique approach places the PR function within the broader context of an organization equipping students with the essential business knowledge perspective and skills needed when starting out in their careers This second edition has been fully updated throughout and includes Current examples and testimonials from across the globe as well as updated Executive Viewpoints Expanded content on strategic planning budgeting and financial statements Detailed commentary on topics relevant to the modern workplace including remote management Consideration of diversity inclusion equity and access within PR Additional content on the use of analytics and measuring return on investment ROI Updated online material including an Instructor s Manual that incorporates problem based questions example assignments and activities A highly practical and comprehensive guide this textbook should be essential reading for advanced undergraduate and postgraduate students studying public relations management strategic communications and marketing management

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