



Chartered Public Relations: Lessons from Expert Practitioners

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Published as part of the 2015 tenth anniversary celebrations of the Chartered Institute of Public Relations (CIPR)'s Royal Charter, Chartered Public Relations is an anthology of modern-day public relations best practice from Chartered Public Relations practitioners. It makes a valuable contribution to the advancement of public relations thinking worldwide by addressing the most current discussions on topics such as qualification of results in public relations, internal communications, freedom of information, global communication and more. Chartered Public Relations discusses in detail, among other things, the shift to the open organisation, the application of best practice in different markets and the impact of the globalisation of markets in public relations. Featuring contributions from public relations experts from a plethora of industries and companies including Specsavers, Thomson Reuters, Pielle Consulting and the University of Cambridge, it will inspire a new wave of professionals to take up the challenge of achieving Chartered PR Practitioner status.

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