



# How To Manage Your Global Reputation: A Guide to the Dynamics of International Public Relations

*Michael Morley*

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Michael Morley

Now revised and updated, this contains new chapters on how the Internet is destroying hierarchies and empowering individuals, the phenomenon of the celebrity CEO, and the effect of globalization on PR. Morley includes fresh case studies (including the Firestone Tire/Ford Explorer controversy) to illustrate best and worst practices of management of global reputation. With forty years of international experience, Morley draws important lessons for the conduct of effective public relations.



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