



# Public Relations for the Public Good: How PR has shaped America's Social Movements

*Shelley Spector*

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While the profession of public relations is only a century old, man has been practicing the art of influencing public attitudes since the dawn of civilization. This book looks at modern America through the lens of public relations, showing how many of the events that have changed the course of our nation's modern history were triggered by campaigns to influence attitudes, opinions, and behaviors.

And while the channels may have evolved in the modern era--from radio and newspapers, billboards and magazine ads, to television and the Internet, to Tumblr and Instagram--the underlying power of public relations to shape organizations and issues, and to change human behavior has not.

Inside this book you'll find case studies on campaigns from the Women's Movement through Civil Rights to public education on health and safety issues that document the role public relations has played in shaping contemporary American culture and society.

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