

# UNLOCKING THE FUTURE OF PUBLIC RELATIONS AND OUR VALUE

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Public relations practice has never been  
so critical as a management function





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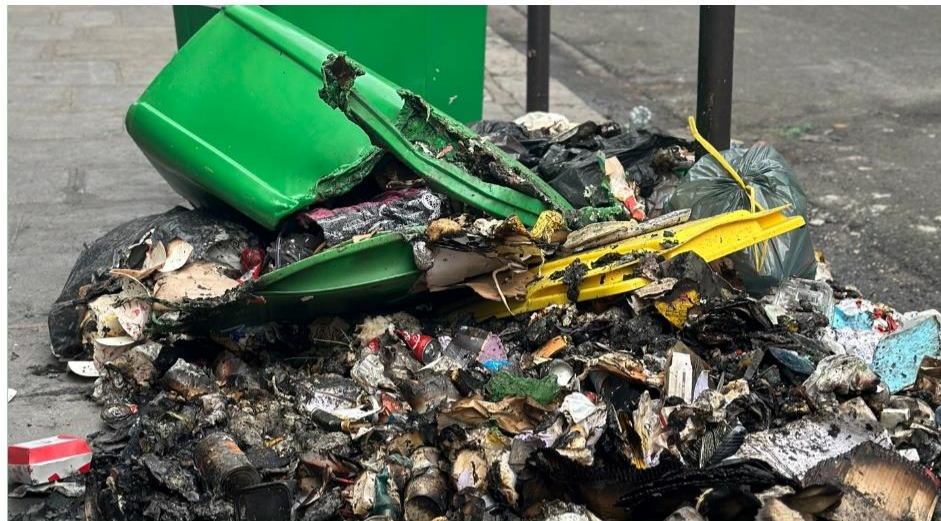
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Why does public relations fail to realise  
its potential within management?





Public relations needs better public relations





bp

ultimate  
ACTIVE

ultimate  
ACTIVE

Pick n Pay Express

ultimate  
ACTIVE

ultimate  
ACTIVE

ultimate  
ACTIVE

old and refresh



*Datum auswählen:*

*Polypolizierbar*





# Improving the value of public relations in management







...with a Multidimensional Approach

What is important to you?

The world is changing



A smaller projection screen on the right side of the stage showing a different slide. The slide content is partially visible but mostly obscured by the angle of the shot.

# THANK YOU

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