



Financial Public Relations

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Financial Public Relations

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Financial Public Relations tackles the areas of concerns in the practice of financial communications. The book is comprised of 13 chapters; each chapter deals with the issues faced by public relations professionals. The coverage of the text includes the company's relationship to various parties (media, investors, and employees); the ethical concerns of the financial services industry; and the implications of the internationalization of financial markets. The book also discusses the pros and cons of an in-house public relations staff and consultants. Case studies of four different companies that encountered a public relations issue are also included.

The book will be most useful to the practitioners of public relations from different industries. Other readers will find great insight in the text regarding the inner working of financial public relations.

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