



# **Gaining Influence in Public Relations: The Role of Resistance in Practice (Routledge Communication Series)**

*Bruce K. Berger, Bryan H. Reber*

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*Gaining Influence in Public Relations* explores how professionals can increase their influence in practice to help their organizations achieve success. This provocative book explores the largely uncharted territories of power, resistance, dissent, and activism in public relations, arguing that practitioners can increase their power and social legitimacy by developing and using a wider range of influence resources, strategies, and tactics. Authors Bruce K. Berger and Bryan H. Reber talked with hundreds of practitioners, analyzed original survey data, and examined a detailed case study to develop a theory of power relations. Ultimately, the book seeks to advance the ethical and effective practice of public relations.

Intended for scholars and graduate students in public relations, it also has much to offer practitioners, as well as scholars and students in organizational communication, organizational theory, human resources, and leadership.

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