

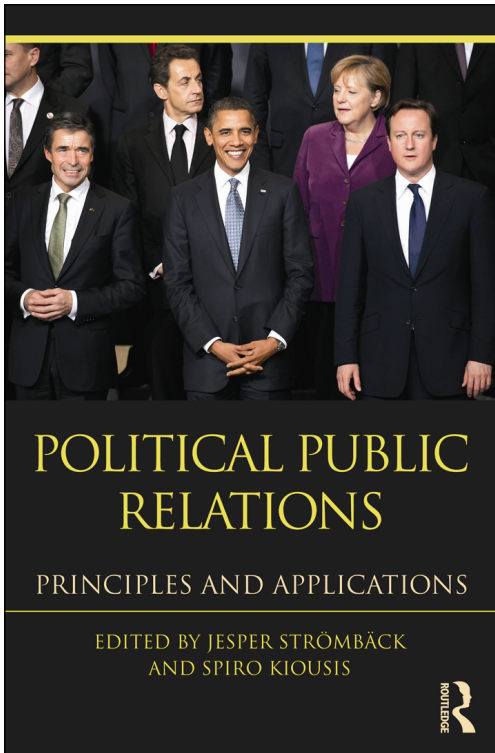
Political Public Relations

Principles and Applications

NEW!

Edited by **Jesper Strömbäck**, Mid Sweden University, Sundsvall, Sweden
and **Spiro Kiouis**, University of Florida, USA

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Political Public Relations maps and defines this emerging field, bringing together scholars from various disciplines—political communication, public relations and political science—to explore the area in detail. The volume connects differing schools of thought, bringing together theoretical and empirical investigations, and defines a field that is becoming increasingly important and prominent. It offers an international orientation, as the field of political public relations must be studied in the context of various political and communication systems to be fully understood.

As a singular contribution to scholarship in public relations and political communication, this work fills a significant gap in the existing literature, and is certain to influence future theory and research.

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Jesper Strömbäck is Lubbe Nordström Professor and Chair in Journalism and Professor in Media and Communication at Mid Sweden University, Sundsvall, Sweden. He has published a number of scholarly articles, and ten books in Swedish, on political communication and political news journalism.

Spiro Kiouis, Ph.D., APR is Associate Professor and Chair of the Department of Public Relations in the College of Journalism and Communications at the University of Florida. His current research interests include political communication, political public relations, and new media. Dr Kiouis has published his work in leading journals.

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