
Book review:

Johnston, J., & Zawawi, C. (2003). *Public relations; Theory and practice*. (2nd ed.). Melbourne: Allen & Unwin.

Reviewed by:
Jennifer Bartlett
Queensland University of Technology

The second edition of *Public Relations; Theory and Practice* increases the focus on theoretical foundations of the discipline and adds new content on ethics and the third sector. Along with completely rewritten chapters throughout, this book focuses attention on the realities of the rapidly changing and increasingly important field of public relations. There are two important ways the book does this. For Australian students of public relations, whether in universities or in practice, this book brings a welcome collection of contemporary local cases to illustrate theoretical constructs, and brings the practice of public relations to life. In such a diverse field, students and practitioners are often challenged with new public relations problems to address, and the practical and academic knowledge of the contributors provides a diversity of perspectives and experiences for the reader to draw upon. However, the book also makes an important contribution through its focus on higher-level issues of corporate strategy, relationship management and ethics that are integral to Australian organisations.

As the demands on all types of organisations intensify, the role of public relations in assisting organisations to compete, and survive, in tumultuous times has become stronger than ever. The unique role the discipline plays, in both understanding and interpreting the rapidly changing demands of a range of stakeholders on organisations, and in devising ways to address these challenges in a practical and effective manner, is addressed through the new structure of the book. Highlighting these ethical and relationship demands on organisations provides a firm foundation for our thinking about the role of public relations in organisational success.

At a practical level, the chapters provide a clear and logical overview of key constructs of the topics making the book easy to read and allowing the reader to grasp the importance of the key concepts of the public relations discipline.