

Book Review by : Baby Anusha Nur Mohamed Thaheer
 Title : International and Intercultural Public Relations:
 A campaign case approach
 Author : Michael G. Parkinson and Daradirek Ekachai
 Publisher : Pearson Education Inc., 2006, 384 pages
 City : Boston
 ISBN: 0-205-37520-0

Need to understand more about international public relations? Then this book *International and Intercultural Public Relations: A Campaign Case Approach* might interest you. It contains a complete guide on how to apply concepts to evaluate Public Relations activities and campaigns by providing examples of case studies and analyse of Public Relations cases.

Both authors, Parkinson and Ekachai offered 19 case studies in different perspectives from various countries. Each of the case is written by different authors and is drawn from a combination of scenarios. Example of cases included in this book is Steve Mackey's Australian study on community relations campaign against the biosolids production facility which was based on a series of interviews with key players. Another example is Bolanle A. Olaniran and David E. Williams's discussion on the protection of the indigenous Ogoni people in Nigeria as well as their environment from the oil companies, specifically Shell Oil. This case is drawn wholly from public records without the cooperation from the oil companies or environmental groups.

Case studies in this book are based on real-world situations across regions. The complexity and approach of each case gives advantage to the readers especially

students to think critically. It also helps them to illustrate principles. They make reading fascinating as it also addresses some of the weaknesses which were not covered in other case study books whereby the latter tend to focus only on the "bright side" of public relations campaigns whereas in reality it goes beyond that. In the Parkinson and Ekachai book, the selection of case studies does not focus only on successful and well planned campaigns, but also include accidental or poorly conceived actions of some clients as well as organizations. The authors also conveyed some of the complexities and challenges faced especially when communicating in the modern, globalised world. For instance Parkinson's study of pharmaceutical companies clearly illustrate some ethical dilemmas between their investment in pharmaceutical research precisely with the aim of creating profits with saving people's lives due to the possibility of medication becoming out of reach to the world's poorest citizens.

The book starts with four (4) chapters devoted to explaining the unusual acronym which is the ROSTE model; used by Parkinson and Ekachai by combining the concepts from RACE and ROPE models explaining research, objectives, strategies, tactics and evaluation which are structuring devices for each case. It is then followed by

abandoned today in favor of a slow build-up of PR.

The fourth idea stressed the role of advertising today. As argued by the authors, advertising does not build brands, however publicity does. Advertising should only be used to maintain brands once they have been established through the use of publicity.

However, not all said in this book accurately reflect the nature of advertising and PR. It has been noted that the authors only highlighted the successes of PR and failures of advertising as a basis of their argument. On top of this, they have failed to acknowledge that advertising too has its own ways and advantages of building a brand.

It has also been quoted from the book that an ad 'is a butterfly, that lives for a moment and then it dies'. On the contrary, some advertisements can really have a long lasting impression on a person.

It is advertising that keeps the media industry alive, a fact that further proves that it is not just going through a 'butterfly' phase. Undeniably, advertising does generate income for the media, but in no doubt that as long as media is alive, advertising would prevail.

In conclusion, a successful product or service is all about getting it correct with having 'the right kind of product, serving the right kind of target market, launched at the right time'.

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two (2) chapters explaining the intercultural and international communication. Finally this book highlighted on case studies which included diverse campaigns. For example the challenges in establishing and maintaining the Aljazeera websites in English, the difficulties establishing Finnish products in Russia, the Bhopal carbide disaster, the Latvian naturalization project, Burson-Marsteller's depression awareness campaign in Thailand and Nike's attempt to salvage its corporate reputation. Looking at the range of cases included, I find that it is difficult to categorize these case studies even though in the preface section it offers traditional categories such as media relations, community relations and others. This is because cases offered do not clearly

exemplify the categories.

Overall, this book gives some interesting input and is an eye opener of what had happened in the public relations world. Not all public relations campaigns are successful even though it was conducted by famous corporations and public relations agencies. This book provides new perspectives and it does help to guide readers interested in public relations. On a personal note, in future, authors should include more critical discussions on the cultural aspect of public relations involving other nations, clients and target publics. It should emphasize more on culturally sensitive issues and limitations encountered from the perspective of the practitioners own culture.

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