



# **Public Relations and the History of Ideas (Routledge New Directions in Public Relations & Communication Research)**

*Simon Moore*

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This innovative book explores ten great works, by well-known thinkers and orators, whose impact has been intellectual, practical and global. Most of the works significantly precede public relations as a phrase or profession, but all are in no doubt about the force of planned public communication, and the power that lies with those managing the process.

The works are stimulating and diverse and were written to address some of society's biggest challenges. Although not traditionally the focus of public relations research, they have all had a global impact as communicators and as the foundation for fundamental ideas, from spirituality to war and economics to social justice. Each addresses the implications of structured communication between organizations and societies, and scrutinizes or advocates activities that are now central to PR and its morality. They could not ignore PR, and PR cannot ignore them.

This book will be essential reading for researchers and scholars in public relations and communication and will also be of inter-disciplinary interest to study in sociology, literature, philosophy, politics and history.

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