

MARKETING / COMMUNICATION

LES RELATIONS PUBLICS

Refonder la confiance entre l'entreprise,
les marques et leurs publics

Stéphane
BILLIET

2^e édition



DUNOD

Les Relations Publiques

Danielle Maisonneuve



Les Relations Publiques:

Introduction aux relations publiques Stéphanie Yates, 2019-12-08T00:00:00-05:00 Dans un contexte professionnel bouleversé par les avancées technologiques et les médias sociaux, la surabondance d'informations, le triomphe du populisme et la révolte des faits alternatifs, l'accentuation des inégalités, les relationnistes ont aujourd'hui à affronter de nombreux défis. C'est pourquoi huit ans après la parution de la quatrième édition du livre phare de Danielle Maisonneuve *Les relations publiques dans une société en mouvance*, cet ouvrage fait le point sur l'exercice de la profession de relationniste, autant en ce qui a trait aux théories qui constituent ses fondements et aux enjeux auxquels elle fait face qu'aux pratiques actualisées qu'elle commande.

Les relations publiques dans une société en mouvance Danielle Maisonneuve, Jean-François Lamarche, Yves St-Amand, 2003 Un outil indispensable à l'évolution des organisations, les relations publiques sont maintenant intégrées à la gestion et la définition de leurs orientations. En effet, les relationnistes favorisent l'émergence d'une communication bidirectionnelle qui procure à l'organisation une meilleure connaissance des attentes de ses publics tout en permettant ces derniers de mieux comprendre les activités de l'organisation. Dans cet ouvrage, les auteurs présentent sous une forme inédite un choix clair d'instruments stratégiques rattachés aux relations publiques. Qu'il s'agisse de recherche d'analyse de communication ou d'évaluation, ces spécialistes proposent une méthode de travail et recommandent différentes tapes, comme autant de tableaux de bord servant à établir les balises d'une communication efficace. Les novophytes en relations publiques et les jeunes relationnistes en fonction trouveront aussi des pistes de solution pour résoudre leurs problèmes quotidiens ainsi que des outils leur permettant de surmonter les difficultés de communication inhérentes à toute organisation humaine.

Les relations publiques, une profession en devenir Michel Dumas, 2011-08-22T00:00:00-04:00 Associés tantôt des manipulateurs d'opinion, tantôt des doreurs d'image, les professionnels des relations publiques souffrent de leur mauvaise réputation. Accusés de masquer la vérité au profit de l'organisation qui les emploie et par conséquent au détriment de la société, la majorité d'entre eux travaillent pourtant activement à maintenir des relations harmonieuses entre l'organisation et ses publics afin d'aider les deux parties à réaliser leurs objectifs. Le constat de Michel Dumas, l'absence de réglementation nuit directement à la profession. Actuellement, n'importe quel communicateur peut se présenter comme un professionnel des relations publiques et employer les méthodes qu'il entend. Il devient urgent de protéger le public contre ces spin doctors en accordant une reconnaissance officielle aux véritables professionnels. Aussi, cet ouvrage veut montrer que les relations publiques sont une profession en devenir centrée autour d'une définition de plus en plus commune s'appuyant sur un corps de connaissances prouvées, bénéficiant d'un rayonnement certain dans les milieux de l'enseignement et de la recherche et encadrée par des associations nationales et internationales qui engagent leurs membres à respecter un code d'éthique.

Les relations publiques Danielle Maisonneuve, 2011-02-23T00:00:00-05:00 Manuel pour la formation des futurs relationnistes et outils de réflexion pour les professionnels, ce complément du livre *Les relations publiques dans une société en mouvance* aborde les

divers champs de pratique professionnelle des relations publiques Les chapitres thématiques mettant en lumière les liens pratique théorie sont illustrés par des campagnes qu'aborderont centes et comportent des résumés pouvant servir d'aide mémoire aux professionnels **Les relations publiques** Lionel Chouchan, Jean-François Flahault, 2012-12-18T00:00:00+01:00 Relations presse communication institutionnelle interne ou de crise ou encore lobbying font partie de ce qui relève des relations publiques La variété des objectifs comme des outils des RP les rend difficiles à cerner Elles sont pourtant essentielles dans la société de communication qui est la nôtre En partant de l'expérience du terrain et grâce de nombreux exemples cet ouvrage expose comment les relations publiques assoient, légitiment et crédibilisent les messages, les images, les notoriétés des individus, des entreprises ou des institutions Il montre comment elles préparent, installent et amplifient nombre de démarches ou de discours publicitaires Il pose enfin la question de la place des RP en France par rapport aux autres pays occidentaux

Les relations publiques dans une société en mouvance - 4e édition Danielle Maisonneuve, 2010 Avec l'entrée de la société dans une phase de profonde mutation de la communication Danielle Maisonneuve signe une quatrième version de cet ouvrage remanié en profondeur Trois nouveaux chapitres dont un consacré à l'éthique et des études de cas récents actualisent le propos Les relations publiques dans une société en mouvance - 4e édition Danielle

Maisonneuve, 2011-02-23T00:00:00-05:00 Les relations publiques sont omniprésentes dans la société et contribuent à l'établissement de communications qui structurent l'espace public Ces communications favorisent l'émergence d'une participation citoyenne et d'un engagement organisationnel qui orientent l'évolution des enjeux de société auxquels nous sommes confrontés quotidiennement Une mutation de la communication de plus en plus interactive permet aux citoyens et aux organisations de prendre davantage en charge l'expression de leurs opinions dans un espace médiatique redéfini par l'essor des médias sociaux Dans ce contexte le rôle des relations publiques s'inscrit dans une mouvance de dispositifs communicationnels qui volent vers une plus grande imputabilité des organisations et des groupes sociaux Considérant cette nouvelle réalité Danielle Maisonneuve signe une quatrième version du livre Les relations publiques dans une société en mouvance remanié en profondeur Deux nouveaux chapitres s'y ajoutent grâce à l'apport de collaborateurs, l'un sur l'évaluation et les indicateurs mesurables en relations publiques et l'autre sur l'éthique rappelant le principe qui lie citoyen et démocratie et relations publiques Enfin des études de cas tirées des dossiers des Prix d'excellence 2009 de la Société québécoise des professionnels en relations publiques actualisent le propos *Les relations publiques autrement* Matthieu

Sauvé, 2011-02-02T00:00:00-05:00 Quels sont la place et le rôle des relations publiques auprès des organisations Même si la question a maintes fois été posée il convient d'y réfléchir encore puisque certaines antinomies persistent entre la théorie et la pratique L'adhésion d'une majorité de praticiens la perspective managériale et le rôle auquel sont souvent confinés les publics des organisations suscitent aussi des questions fondamentales Cherchant à passer la logique économique sur laquelle est fondé le modèle dominant des relations publiques l'auteur aborde des thèmes comme l'insertion de la pratique dans un cadre

fonctionnaliste la prise en considération des parties prenantes la représentation de la réalité dans le modèle managérial et la capacité prétendue de ce modèle concilier intérêts particuliers et intérêt public Ces réflexions sont complétées par quelques propositions destinées à contribuer à la construction d'un modèle de pratique qui s'inscrirait plus naturellement dans les dynamiques actuelles de changement d'information et d'organisation sociale Les relationnistes jouent un rôle clé dans notre société notamment en raison de leur influence sur la construction des discours véhiculés dans l'espace public Ces quelques réflexions destinées d'abord aux professionnels des relations publiques mettent en perspective cette profession en devenir

Les relations publiques Andrea Catellani, Caroline Sauvajol-Rialland, 2015-04-08 Les relations publiques ou publics sont au cœur de la communication des organisations l'heure du 20 la relation est centrale Les entreprises dialoguent avec des acteurs de plus en plus diversifiés exigeants et imprévisibles clients partenaires investisseurs institutions salariales sociétale Cet ouvrage présente les essentiels de l'expertise de la relation De façon synthétique et claire il traite les définitions l'histoire et les notions fondamentales des RP l'éthique et les approches scientifiques des RP les outils et modalités d'évaluation les évolutions des RP l'interdisciplinarité Que vous soyez étudiant ou professionnel dans le domaine des RP cet ouvrage sera pour vous un outil pédagogique de référence

Le temps des relations publiques Guy Versailles, 2019-12-04T00:00:00-05:00 Premier essai en français qui fait le pont entre les prescriptions de la théorie et les réalités de la pratique en relations publiques Il jette les bases d'une vision voire d'une philosophie moderne de cette sphère L'auteur explore travers les pages la définition même des relations publiques numérote les types de pratiques dans ce champ et la relation ambiguë qu'il entretient avec le marketing

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