



Communication and Leadership in the 21st Century: The Difficult Path from Classical Public Relations to Genuine Modern Communication Management

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For some people, Public Relations used to be "that former journalist type who deals with the media." However, the public perception of the profession has changed quite substantially. Communication has become a genuine modern management function. The integration of successful public relations is a crucial contribution to raising the level of professionalism in an organization. "Communication and Leadership in the 21st Century" is a review of theoretical and empirical research papers on this subject, intended for scholars, students, and professionals across these disciplines.

The volume focuses in particular on four distinct, but interrelated areas of communication: Integrated Market & Corporate Communication, Communication Management & Media, Organizational Communication & Change and Leadership Communication & Strategies. With special emphasis on the German and European situation and two digressions to China, the authors provide different perspectives on the cross-cultural context of international communications and leadership.

The book's four subject areas also characterize the key subjects of an innovative Executive MBA program which has been developed in cooperation with the Technische Universität München. The study program is part of the ;communicate! Qualification Program, an initiative of the Bertelsmann Stiftung, the Heinz Nixdorf Stiftung and the Daimler Fund. The aim of ;communicate! is to unite communication and leadership in the workplace, in training and in research.

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