



“the science beneath the art of public relations™”

The Institute for Public Relations (www.instituteforpr.org) describes itself as an independent nonprofit organization that builds and documents research-based knowledge in public relations, and makes this knowledge available and useful to practitioners, educators, researchers and their clients. They were chartered in 1956 as the Foundation for Public Relations Research and Education.

The *Essential Knowledge Project* provides a guide to existing public relations research and translates this knowledge into practitioners' language:

- **Corporate Social Responsibility**

Why is “Corporate Social Responsibility” for me as a start-up entrepreneur so important? How do I integrate my company in my social environment?

- **Crisis Communications**

How can I protect my business from threats and dangers, or at least minimize them with the help of an effective crisis- management?

- **Issues Management**

How do I react on topics concerning my company which come up in public? Which strategies can be followed?

- **Reputation**

Which role does the prestige and the reputation of my company play? Which aspects are important when you create a reputation?

- **Trust and Credibility**

Why are the reliability and the trust essential for my business? How do I create and keep up trust in my environment as a start- up entrepreneur?

- **Employee and Organizational Communication**

Why is the company- intern communication in my business of great importance? Which principles have to be considered to guarantee an effective company- intern communication?

Have you become curious?

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