

P R I N P R A C T I C E S E R I E S

Planning and Managing Public Relations Campaigns

A Strategic Approach

Third Edition

Anne Gregory



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About the author

Professor Anne Gregory PhD is Director of the Centre for Public Relations Studies at Leeds Business School, a Faculty of Leeds Metropolitan University.

Before entering academic life in 1991 she spent 10 years in public relations at a senior level both in-house and in consultancy, ending her practitioner career as a Board member of a large UK consultancy.

At Leeds Metropolitan University Anne oversaw the growth of the public relations area into the largest department in Europe and now is the only full-time professor of Public Relations in the United Kingdom. As Director of the Centre for Public Relations Studies she is responsible for major research and consultancy projects. The Centre's client list includes the UK Cabinet Office, Department of Health, NHS, Local Government Communications, Nokia and Tesco Corporate. She is also a non-executive director of South West Yorkshire Partnership NHS Trust.

She was President of the Chartered Institute of Public Relations in 2004 and led it to Chartered status. She initiated the CIPR/Kogan Page series of books on public relations and is its consultant editor.

Anne is an academic and strategic adviser to practice of international standing. She is widely published in books and leading journals and is involved in international research and consultancy aimed at raising the standards of practice in the profession.