Contents

List of tables vii
List of figures viii
Foreword by Hugh M. Culbertson ix
Preface xiv
Acknowledgments xvi
Contributing authors xvii

Part 1

1 Common ground 3
2 Evolution of the profession 17
3 Theories and methods 32

Part 2

4 Comparative cultural metrics 53
5 Structural comparisons 71
6 The state of the public relations profession 87

Part 3

7 South and Southeast Asia 117
8 Evolutionary public relations in China, Japan and South Korea 137
9 The Middle East 162
<table>
<thead>
<tr>
<th>Chapter</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 Public relations in sub-Saharan Africa</td>
<td>178</td>
</tr>
<tr>
<td>11 Latin America</td>
<td>206</td>
</tr>
<tr>
<td>12 Central and Eastern Europe</td>
<td>228</td>
</tr>
<tr>
<td>13 Western Europe and “legacy” countries</td>
<td>261</td>
</tr>
<tr>
<td>14 A look to the future</td>
<td>280</td>
</tr>
</tbody>
</table>

Index                                                                   | 304  |