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Proactive Corporate Management and the Dynamics of Public Relations

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KEYWORDS Organization; relationship; publics; planning; goals

ABSTRACT In Nigeria, public relations has not always been accorded its pride of place in organizational set-up. At best it comes to play as a fire-brigade approach to solve organizational problems during stresses and conflicts. This paper took a look at the public relations function vis-a-vis the management process and advocates effective public relations planning that will create a positive image in the eyes of a corporation's publics. It gave suggestions on how to manage the public relations function so that it can lead to proactive corporate management and concluded that the public relations manager should be given a board director status and should work to foster constructive and socially acceptable work ethics that would endear his company to its publics.