

# Contents

<b>ACKNOWLEDGEMENTS .....</b>	<b>5</b>
<b>PREFACE .....</b>	<b>7</b>
<b>CONTENTS.....</b>	<b>9</b>
<b>TABLES AND FIGURES .....</b>	<b>13</b>
<b>LIST OF ABBREVIATIONS .....</b>	<b>15</b>
<b>1    INTRODUCTION .....</b>	<b>19</b>
<b>2    STATE OF RESEARCH.....</b>	<b>33</b>
2.1    The academic debate on the relationship between marketing and PR .....	33
2.2    Turf wars and power struggles: the organizational relationship between marketing and PR.....	35
2.3    The IMC approach and related concepts of corporate communication(s).....	44
2.3.1    Integrated marketing communications (IMC) .....	44
2.3.2    US American concepts of corporate communication.....	48
2.3.3    European concepts of integrated (corporate) communication .....	51
2.4    Interdisciplinary and critical approaches to corporate communications .....	59
2.5    In need of new perspectives .....	63
<b>3    THE PHILOSOPHY OF THE SOCIAL SCIENCES.....</b>	<b>69</b>
3.1    Introductory remarks .....	69
3.2    Logical positivism and logical empiricism.....	70

3.3	The social sciences and economics after the Second World War.....	74
3.4	Logical empiricism under cross fire .....	78
3.5	Thomas Kuhn and <i>The Structure of Scientific Revolutions</i> .....	80
3.5.1	Normal science and paradigms .....	81
3.5.2	Crises and revolutions.....	83
3.5.3	Kuhn's most important legacy: the concept of paradigms .....	86
3.6	Fundamental reassessments: philosophy of science at the crossroad .....	89
3.7	The interpretive turn .....	93
3.7.1	Hermeneutics .....	94
3.7.2	Critical theory.....	98
3.7.3	Postmodernism.....	104
3.8	Implications for the history of marketing and PR thought ...	111
<b>4</b>	<b>THE HISTORY OF MARKETING THOUGHT .....</b>	<b>115</b>
4.1	Why analyze the history of marketing thought?.....	115
4.2	Approaches to the history of marketing thought .....	119
4.3	Era I: Founding the field (1900–1920) .....	123
4.4	Era II: Formalizing the field (1920–1950).....	127
4.5	Era III: Scientification & managerialization, the rise of social marketing (1950–1980) .....	134
4.5.1	The scientification of marketing .....	135
4.5.2	The managerialization of marketing .....	141
4.5.3	Marketing and society in Era III .....	144
4.5.4	The rise of social marketing .....	146
4.6	Era IV: Ongoing identity crisis, broadening, and fragmentation (1980–Present).....	152

4.6.1	Further broadening of the marketing concept or 'Marketing is Everything' .....	157
4.6.2	New marketing panaceas or reinventing the wheel? .....	161
4.6.3	Marketing and society in Era IV .....	167
4.6.4	Marketing and the environment or environmental marketing .....	168
4.6.5	The interpretive turn in marketing theory .....	171
4.6.6	Critical marketing and marketing critics .....	176
4.7	The future of marketing theory and thought .....	185
4.7.1	The ongoing fragmentation of marketing science.....	185
4.7.2	Radical reassessment: marketing of/for a higher cause ..	187
4.7.3	De-radicalization of marketing: cobbler, stick to your trade .....	191
<b>5</b>	<b>THE HISTORY OF PUBLIC RELATIONS THOUGHT .....</b>	<b>195</b>
5.1	Assessing the history of public relations thought .....	195
5.1.1	Adopting a cultural logic to the history of public relations .....	198
5.1.2	Problems of definition .....	201
5.2	Era I: propaganda, public opinion, and press agency (1920–1945) .....	208
5.2.1	Progressivism .....	210
5.2.2	Edward L. Bernays .....	211
5.2.3	Propaganda.....	213
5.2.4	The ambiguous image of public relations .....	214
5.3	Era II: founding the field: searching for identity (1945–1985) .....	217
5.3.1	Establishment of PR education at American universities.....	220
5.3.2	Emergence of professional infrastructure.....	225

5.4	Era III: Expansion, professionalization, and managerialization (1985–2000) .....	231
5.4.1	Public Relations Theory I .....	231
5.4.2	Expansion of academic and professional infrastructure .....	233
5.4.3	Changes in terminology I – from public relations to communication management and corporate communications .....	235
5.4.4	The excellence theory .....	238
5.4.5	Grunig's critics .....	241
5.4.6	Shifting foundations .....	243
5.5	Era IV: Identity crisis, broadening, and fragmentation (2000–Present) .....	244
5.5.1	The interpretive turn .....	244
5.5.2	Changes in terminology II – from communication management to strategic communication .....	247
5.5.3	The strategic turn .....	249
5.5.4	Paradigm struggles and emerging schools of thought .....	250
5.5.5	The critical public relations school of thought .....	256
5.5.6	The strategic communication school of thought .....	259
5.6	PR as a 'postdisciplinary' field .....	268
5.7	PR research between imperialism and isolationism .....	272
5.8	Conclusions .....	277
6	DISCUSSION, REFLECTION AND CONCLUSIONS .....	281
<b>REFERENCES .....</b>		<b>293</b>