



**Positioning Theory and Strategic Communication:  
A new approach to public relations research and  
practice (Routledge New Directions in Public  
Relations & Communication Research)**

*Melanie James*

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In public relations, people talk about positioning an idea, a persona, a political ideal, an ideology – but what are they talking about? Why do some positions taken by organizations crystallize in the minds of audiences, while others fail?

Whilst positioning is not something new in public relations, this book is the first to explicate what it involves, how it works and how to do it. This is the first in-depth exploration of the possibilities of Positioning Theory for the public relations field and it adds a new perspective to the growing body of multidisciplinary work in this rich theoretical area, moving the discussion away from the traditional communication plans of previous decades, which fail to accommodate the changing media and opinion landscapes. The author pulls together various strands of socio-cultural theory into an analytical framework, providing readers with a tool to analyse the organizational implications of public relations decisions, guiding strategic decision making through realistic scenario planning.

This thought-provoking book provides an alternative path to studying communication in increasingly complex environments and as such, will be vital reading for researchers and educators, advanced communication and public relations students, and for senior public relations practitioners.

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