The Purpose of Public Relations in India by Dharmsingh

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Promotional activities, which create a strong relation and good reputation of company in public, are termed as Public Relations. The Public Relation includes the activities that help public, in understand the background and goal of a company. They also make people understand about the product or services, which they offer. The public Relations can also be defined as the practice of managing the relation between the public and company.Â The public relation disciplines include investor relation, internal communication, labor relation and media relations etc. Public relations can reach a large audience without the expensive cost of traditional advertising and marketing, if properly done.

The public relations run with the aim of enhancing the companyâ€™s reputation. Staffs who work for public relations are skilled publicists. They have the responsibility to present the individual or company to the world, with best prospects. Their role can be termed as a reputation protector.

Today, business world is extremely competitive. Companies need an edge, which makes them stand out from the crowd. They must have all the qualities that make them more interesting and appealing to both public and media. Public are the consumer of product and media plays an important role in its sell. The sell and profit depends on the Companyâ€™s reputation and name. The message and the advertisement that companyâ€™s do for the promotion of their business or product, should be understandable and interesting to attract the consumers.

A public relations work for the company and helps the public and media in better understanding, how they work and what are the aims of the company. The customer relation and the public information come under the Public Relations. They help both company and people by creating a good relation between them and by putting the clear view of the products and the services provided by the company to the consumers. They give assistance to the customers, if they are facing any problem regarding the companyâ€™s product or service. Public Relations are the most helpful and useful departments, as they are the one who are responsible for the companyâ€™s reputation.

Public Relations help any company in achieving its full potential by providing feedbacks from the customers about their products and services. They conduct research to know about the market and the interest of the consumers. They have the excellent skill to bring up the companyâ€™s name or brand. They help in building the base to continue a company with well reputation for a long-term. The Public Relations needs an extremely hard work and it involves high expectation in results. It is important for providing the efficient way of communication and creating the good relation between the company and the consumers. Public relations are beneficial for both organization and the society.

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