**The Global PR Revolution**

**By Maxim Behar**

**2019**

**Book Summary & Contents**

**A Pitch to Publishers**

“Maxim Behar is one of the most esteemed and famous PR experts

of the modern era, and this book is bound to become an indispensable classic

for anyone working in or engaging with the PR industry. PR has never

been more powerful, but that power needs to be tempered by a constant

emphasis on ethical professionalism and by an awareness of our impact

on others. *The Global PR Revolution* is an unparalleled tour d’horizon of PR

today and in the years to come.”

**— Francis Ingham, director general of the Public Relations**

**and Communications Association (PRCA) and chief executive of International**

**Communications Consultancy Organisation (ICCO)**

“The pace of change in public relations has never been faster. More important,

it will never be this slow again. Understanding the forces driving disruption

in our business has never been more critical, and Maxim Behar—who has

pioneered these forces in many places in the world as a great professional

and also as ICCO President—is an excellent guide.”

**— Paul Holmes, founder and chair, The Holmes Report**

“The world is changing. Social media is bringing people together and tearing

them apart. It’s hard to know what to believe and who to trust, especially

when it comes to the letters ‘PR.’ Enter Maxim Behar. He cuts through the

noise and locks in on the signal. He helps us navigate the changes afoot and

reminds us that some things—dignity, integrity—remain constant. Best of all,

he delivers his message with a light touch that makes *The Global PR Revolution*

a pleasure to read.”

**— Eric Weiner, *New York Times* bestselling author of *The Geography of Bliss***

“May you live in interesting times!” goes an old Chinese curse.

In the case of PR in the days of its first real Global PR Revolution this is by no means a curse but a blessing.

The PR business of 2019 is fundamentally different from what it was ten, or even five years ago. Social media have turned it upside down.

How and why the Global PR Revolution has come into being, and how it has changed the industry for good: that is what this book is about.

The world of PR has been swept by a tsunami of social media revolutionizing completely not just the way the PR professionals go about handling their business but also the essence of their very entire role, turning them for the first time from consultants into decision-makers – and ones that are obliged to react instantaneously, shrewdly, and with surgical precision at the same time.

Social media has shortened tremendously both the time for communication and the deadlines for decision-making. It has turned every single user into an owner of their own media. It has promoted transparency to unprecedented levels. It has created the potential for unlimited reach. And it has generated unimaginable opportunities for interaction.

Just like any other revolution in human history, the Global PR Revolution has brought about an array of crises whose resolution is painting the new big picture of the business in a state of constant change. After all, this is the world of Instagram and Twitter but also of Trump and Weinstein.

So much of old-school PR has died in the Global PR Revolution – the press release and the press conference are now dead, press clipping has been completely transformed, not to mention office organization, office space, and hierarchical setups.

In fact, almost everything from old-school PR has died – except for its core principles.

So much so that the greatest – and gravest – challenge for the PR professionals of today is mastering the impressive new skill sets, filling the shoes of their new role as decision-makers, and taking advantage of countless inspiring opportunities, all the while upholding the overarching principles of traditional PR that have survived.

As if epitomizing the curse or blessing metaphor of “living in interesting times”, one of the greatest changes in the age of the Global PR Revolution has been the skyrocketing importance of storytelling, with the job of today’s PR professional now becoming invariably connected with the creation of news and interesting stories.

The necessity that PR professionals master the art of storytelling better than ever comes against the backdrop of the challenge of harnessing its power in a world stormed by an “army of amateurs”, i.e. billions of new social media users who are just now learning to “write” – that is, communicate, discuss, debate, and tell their stories to the world.

So much so that the definition of PR in the age of the Global PR Revolution now boils down to “telling the truth so that people would understand it.”

It is one thing being a consultant who tells their opinion to a client so they can make an informed decision while pitching a release to the press so they can choose whether to pick up something from it.

It is a whole other reality for you to be forced to make a decision instead of your client because you live in a world in which reputation may be gone in 15 seconds, while projecting your story masterfully over a wide range of new means, in an ever more demanding but also ever more intriguing ambience.

The Global PR Revolution has led to PR being everything and everywhere. Everything is PR in today’s world, and PR isn’t getting destroyed by that.

It’s actually making PR more sophisticated, more complex, and ever more exciting. Against the backdrop of the greater demand for PR, the greater demands of PR are what makes the true professionals in this business stand out more than ever.

Even social media, the cause of the Global PR Revolution, has now become such a nuanced and dynamic matter that it’s no longer as it was ten or even five years ago, when everybody could claim more or less safely that they could handle it.

The avalanche of social media is certainly creating greater risks in a global virtual space that’s filled with many traps, loopholes, and unknowns.

And, yet, during the Global PR Revolution, precisely thanks to social media, PR has become a much, much better business. It has become more measurable, more transparent, more creative, and faster.

In effect, PR has become a better industry precisely because risks are increasing. This new and ever riskier environment is forcing everybody to organize their offices and client relations better and to think more deeply about how to do things better.

The most important quality in the PR business of today is leadership – and that stands true whether it’s applied to the CEO or to the newest intern on their first day.

Everybody can create content on social media now, but if you can’t be a leader in your company, office, or development, if you don’t update your leadership qualities every single day, you can’t do efficient PR.

That stands even truer when one looks at the various regions and countries all around the world, or when one gazes into the future when the ever more revolutionary world of PR begins to tackle more tangibly the advent of artificial intelligence.

“The Global PR Revolution” by Maxim Behar uses a plethora of statistical data, anecdotal evidence, historical backgrounds, and emblematic cases to paint the big picture of the first true revolution in the PR business.

It also builds upon those with the author’s remarkable personal experiences from founding a PR startup in Eastern Europe in the early 1990s to chairing PR’s preeminent global organization at a time when the Global PR Revolution was already unfolding at full swing.

Perhaps even more uniquely, the book features the views of 100 top PR professionals from a total of 60 countries from all around the world whose opinions help decipher, analyze, and deconstruct the Global PR Revolution of today!

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