

## Relaciones Pblicas L

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a setenta años de su fundación el colegio de méxico publica esta serie de dieciséis volúmenes titulada los grandes problemas de méxico en la que se analizan los mayores retos de la realidad mexicana contemporánea con el fin de definir los desafíos que enfrentamos en el siglo xxi y proponer algunas posibles respuestas y estrategias para resolver nuestros

problemas como nación serie los grandes problemas de México vol xiii políticas públicas está dividido en cuatro partes que abordan desde diversos ángulos la naturaleza y capacidad del estado mexicano para formular e implementar las políticas públicas la primera trata aspectos del marco institucional de las políticas públicas como las relaciones entre el ejecutivo y el legislativo la evolución del tamaño y naturaleza del estado la planeación y la evaluación la segunda se enfoca en las políticas de modernización y el estado general de la administración pública federal centralizada la tercera incluye capítulos sobre algunas organizaciones y políticas en ámbitos nacionales distintos a la burocracia central esto es la administración pública federal descentralizada y la sociedad civil la cuarta y última se refiere al estado de la relación entre las esferas federal estatal y local y su impacto en las políticas públicas

este libro rompe con la engañosa dependencia que plantean las interpretaciones lineales del pasado para ofrecer una visión amplia y a largo plazo del desarrollo y la institucionalización de las estrategias y las técnicas de comunicación estratégica y de las relaciones públicas en efecto a falta de una teoría general que describa la aparición y el desarrollo de esta disciplina los expertos han tendido a organizar tanto estas como sus antecedentes en períodos de tiempo que presentan una evolución progresiva desde unos orígenes tempranos poco sofisticados y no muy sobrados de ética hasta las campañas actuales con una visión planificada estratégica y ética según Karen Russell y Meg Lamme tales intentos de periodización han oscurecido nuestra comprensión de las relaciones públicas y su historia de hecho los historiadores especializados en la materia han buscado con ahínco un punto de partida y han dado fe de las limitaciones que ello supone para la comprensión de su desarrollo en Estados Unidos y el resto del mundo para ello se ha procurado corregir malentendidos acerca de la historia de las relaciones públicas que han mal conformado la teoría durante más de veinte años así como

des cribir y comprender la relación histórica que existe entre estas los medios de comunicación y los contextos históricos en los que emergieron

published in the year 1983 government and public enterprise is a valuable contribution to the field of politics

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