THE CHANGING DIMENSIONS OF PUBLIC RELATIONS:
THE RELATIONSHIP BETWEEN BRAND MANAGEMENT AND PUBLIC RELATIONS

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ABSTRACT

The changes in the dimensions of public relations, due to the globalization effect on the business enterprises, are remarkable. In this manner, the relationship of public relations with re-engineering, total quality management, six sigma approach, event management, crisis management, reputation management, knowledge management and customer relationship management is evaluated in this study. Moreover, after establishing these interactions, the relationship between public relations and brand management will be evaluated as well.

Keywords: Brand Management, Public Relations, Globalization.

INTRODUCTION

It is possible to say that the process of globalization –which is used to define any conceptual change in the world from economics to culture- is being emerging till the 80's.

There are different ideas about historical process of the globalization that can be defined as "compression of the world and increasing consciousness of perception of assuming as one place as a concept" (as cited in Aslanoğlu, 1998:124, Waters, 1995:1). There is an on going argument about the fact of globalization. Some authors believe that it is not a new fact

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instead it is an existing process since the history; some debate that globalization emerged at the same time as modernization and capitalism; at last some authors claim that globalization emerged in the recent years. As discussion continues about this topic, it should not be ignored that there are serious changes and improvements in every area with globalization.

It is a fact that globalization is not a one dimensional event. Therefore there are three different dimensions of this event; economic, political and social-cultural.

There are serious changes in view of customers and business enterprises with rising globalization. With the forcing effect of competition, business enterprises are changing their operating manual and are forced to differentiate themselves from others.

Therefore it started a process of beginning to gain profit of new management, customer centered, paying attention to customer demands and needs, reconstructing product and services because of demands and it becomes important of customer satisfaction, faith, complaint, corporate image and reputation, value based marketing and communication activities. With that change of business enterprises, it was observed that customers were also changing. Nowadays customer became asking for immediate satisfaction of services and product, not sacrificing that satisfaction for future, paying attention to form rather than content, adopting symbolic consumption, wanting to try services and products before consumption, asking for pleasure in every process of consumption and trying to find that pleasure on brands. With globalization, which caused these changes, improvements make public relations to gain different dimensions. It is rather than having a cocktail or writing press journal, public relations job far more efficient to business management by being a management function. In recent days it became "public relations concept that communicating with target mass of people gaining and spreading information from organizational environment became very important for all business enterprises in 21.century economy, politics and cultural pattern" (Pira, 2005:9).

Today public relations come to the fore having a structure of undertaking important responsibilities not only in planning but also in application points in the context of the subjects such as re-engineering, total quality management, six sigma, event management, crisis management, reputation management, knowledge management, customer relationship

management and brand management. Before we deal with the relationship between brand management and public relations, it will be beneficial to look into what kind of contributions the public relations provide for the other subjects.

1. THE CHANGING DIMENSIONS OF PUBLIC RELATIONS

Changing dimensions of the public relations can be divided into two major topics. These topics can be assumed as changes about 'Business Process' and 'Management and Marketing'. Changes relevant to Business Process may be evaluated under topics like Re-engineering and Public Relations, Total Quality Management and Public Relations, Six Sigma and Public Relations, and changes related to Management and Marketing may be Event Management and Public Relations, Crisis Management and Public Relations, Reputation Management and Public Relations, Knowledge Management and Public Relations and Customer Relationship Management and Public Relations.

1.1. Changes related to 'Business Process'

With the effect of globalization one of the changes in the field of public relations is that it gets more and more involved in the working process. So public relations management today has its inputs, adds value to these inputs and after all supports the production chain of action. In this topic relations between 'Re-engineering and Public Relations', 'Total Quality Management and Public Relations', 'Six Sigma and Public Relations' are examined.

1.1.1. Re-engineering and Public Relations

Re-engineering is to look into the works required for presenting value for the customer and creating company, product or service.

Re-engineering rejects the concept of industrial division of labor, dimension increase economy, hierarchical control and many concepts like that of Adam Smith, so it is a new revolution in industry (Hammer, Champy, 1997:5).

There are plenty of responsibilities that public relations undertake in the period of change. Acquainting the organization and preparing it for the change by watching the attitude, idea and behaviors of internal and external customers, analyzing the knowledge about all target audience by internal and external environment; defining the direction of change by reflecting the differences, demand and expects to the management, watching the new organizational outputs, informing the top management about re-engineering and if it is necessary persuading it to apply, reinforcing the ability of making decision of the management, predicting the results of change and developing cautions, preventing the chaos in organization, establishing structures giving support to change leader by the means of communication, personal behavior, evaluation and rewarding systems in order to giving success to re-engineering, making common works with the human resources management in this context, eliminating the atmosphere of ambiguity and distrust, predicting a crisis stemming from organizational change, trying to prevent it, when it can't be prevented managing and during the crisis period providing open communication flow, applying programs for the workers which are beneficial for the participation to the organizational change period together with the human resources management, providing open communication flow to the organization, forming the new corporate culture and expanding it throughout the organization, introducing the technique of change management and new model inside and outside the organization because of the necessity of the introduction function of public relations are some of the responsibility areas (Pira, 2000:28-30).

1.1.2. Total Quality Management and Public Relations

Total quality management is admitted as a management style continuing whole of life, providing customer satisfaction and having some targets such as (Aktan, 2003:137);

1. Producing the products and service satisfying the demands of customers, gaining the trust of customer,

2. Directing the business to high benefits by the means of cautions recovering the work procedures, bringing orders with less fault, lower cost, less debt and more advantage,

3. Helping the workers to use their potentials fully in the means of reaching the target of business, inducing the expanding of business policy and voluntary activities.

It is significant that total quality management have base elements like customer centered, zero error, analysis based datas, leadership, process approach, participation of workers and suppliers, system approach and continuous reinforcement.

It is possible to say that it helps providing public relations worker motivation to total quality management that is tried to explain its targets and major point above. As known every change occurring in business enterprises may cause negative state and thoughts like worker resistance, unwillingness, discomfort and trouble. Within total quality management public relations management aims to inform employees and increase motivation and morale of workers. Another contribution of public relations management to total quality management is training of employees. Trainings that contain coordination and cooperation's with human resources cause to inform employees about subjects that effect quality. Another contribution of public relations management to total quality management is creating quality based corporate culture. Creation of a quality culture that provides to grow and settle of total quality is under responsibility of public relations management. Another support of public relations to total quality management is providing quality coordination. Every units in a business enterprise like executive management, marketing and selling, human resources, financial, production have objectives to achieve within frame of quality. Therefore it is the public relations management that provides relations between units. Another addition of public relations to quality management is convincing the executive management within total quality management. Because public relations is based on convincing communication, it gives important responsibility as a management function. Final support of public relations to total quality management is creating a quality image around target audiences.

1.1.3. Six Sigma and Public Relations

Advancing of six sigma to production arenas went back to the works done by Motorola in the beginning of 1980s. It is not possible to describe the six sigma easily. Because six sigma is a method consisting problem solving, focusing on optimization and cultural change at the same time. To reach these aims six sigma benefits from some tools, statistical and mathematical techniques and well-defined methods which give result immediately (Raisinfhani, Ette, Pierce, Cannon, Daripaly, 2005:491).

According to another definition, "the six sigma is the usage of the knowledge of all workers and quantitative methods now and in the future in order to evaluate and recover the main periods of organization in the form of meeting the needs of customers"(Baş, 2003:16-17).

Assuming the relations between six sigma design and strategic organization plan, creation of a changing group including public relations manager to find ways for the application and by guiding all organization mixture of design and corporate culture are very important. Therefore it gives serious responsibility to middle-top management public relations management for guiding and directing changing attempt (Pira, 2005:225,226).

Creation of a communication plan, by the public relations management for the success of the six sigma approach, is very important. Towards different target audiences, providing flowing data that tells needs, methods and results of six sigma is part of that plan. It should be given clear, acceptable and understandable messages in different communication ambiances. The informed enterprise creates faster and more efficient applications for six sigma. Communication plan that is under the responsibility of public relations management should be supported by the leaders. Although the formats of plan depend on business enterprise, fundamental principle is the same. The information must be true and reliable, supported different communication areas and corresponded with leadership attitude. Every relationship is a chance to communicate. By solid datas like project reports and using the techniques and methods of communication in enterprise to satisfy client demands, sharing with human resource is important. As mentioned in the last paragraph this methodology must be integrated to strategic plan and explain application target, leaders, projects, methods, rivals methods, the effects in organization to employees.

1.2.Changes related to 'Management And Marketing'

Under this topic, contributions of public relations to the field of management and marketing will be evaluated. In this chapter related to the changes in 'Management and Marketing', the relations between 'Event Management and Public Relations', 'Crisis Management and Public Relations', 'Reputation Management and Public Relations',

'Knowledge Management and Public Relations' and 'Customer Relationships Managements and Public Relations' are evaluated.

1.2.1. Event Management and Public Relations

Event management is a kind of organized activity which abides by strong management principles and techniques and grants time to the organization to define the possible effects of change beforehand, to analyze about the effect and results of the situation and to present creative ideas (Pira, 2005:51).

According to American Public Relations Council the functions of event management are; defining events and affinities, interpreting their effects and defining their priorities, forming a certain organization position, arranging the activity and reactions of organization throughout applying the plans. In the research by Murray and White there is a determination about the role of public relations during the event management. That is the function of public relations managers to remove surprises (Murray, White, 2005). Unexpected events that occur internal and external of the business enterprise make public relations applicators must observe the environment and being communicated always. In fact that process includes identifying the events that occur around business enterprise. These functions must be applied consistently and be integrated to the works necessary for the benefit of organization. The key points of this activity are planning, controlling, analyzing and providing communication (Regester, Larkin, 2002:56). In this context, it is possible to say that public relations appliers have to undertake important roles especially in communication point during the application of event management programs.

1.2.2. Crisis Management and Public Relations

Crisis is a threat or an opportunity stemming from internal and external problems which have a huge effect on an establishment (Broon, Olson, 1999:359). Crisis management consists of every kind of effort to perceive the crisis, to prevent them to arise, and unless it prevents, to minimize the damaging effects.

Public relation managers help the organization to catch the threat and opportunities and discover them, to prevent the crisis and to enhance the potential relationships by shareholders.

There is a team, created by crisis management of the business enterprises. It consists of CEO, telecommunication expert, human resources manager, production expert, marketing manager, and the other member of the team is public relations expert. It is significant that public relations management takes some responsibility in pre-crisis, during crisis and after crisis. In pre-crisis public relations is efficient to find the events that may lead possible crisis risks by management function based on early warning system. Crisis period is a very critic process that media blames the business enterprise. It is very important that transferring true and reliable information to the media and acting according to crisis communication plan. It shouldn't be ignored that uncertainty, lack of information cause serious image damage. After crisis period is a process that effects of crisis fade out and taking precautions to prevent another crisis. In that period there are researches towards human resource and image of the business enterprise.

1.2.3. Reputation Management and Public Relations

Reputation management is a counseling discipline which approves the importance of reputation as an organizational value, and tries to provide the management decisions to be taken in a framework of the indicators about reputation is fully understood, evaluated and examined to gain the behavior of the organization with an appropriate reputation and with important shareholder groups strategically (www.prcentral.com/About/repman.html, 2005). Broon compare reputation like "attracting people like a magnet to the business enterprise" (Bronn, 2007, s.377). Good reputation makes possibilities for the business enterprises as effecting of the buying behavior of the consumer, increasing investments related to business enterprise, effecting of the employees performance, attracting more efficient work power to business enterprise. In other words, it is observed a development to interact with business enterprise of target audiences according to reputation of business enterprise. Reputation is a source for competition advantage, because reputation makes it possible to be unique among competitors that have general standards. As it is a result of a complicated social structure, reputation can not be imitated. It must not be taken as a product that causes changing, because

reputation can not be bought or sold. It has developed as a result of acting of business enterprise (Kotha, Rajgopal, Rindova, 2001, s.572).

Public relation has both an internal organizational and external organizational communicational role during reputation management. Direct or indirect reputation consists of total business enterprise perception of the target audience, which is the sum of internal and external business enterprise perception. Therefore public relations has a function for providing communication between employee and the employer which is known as internal perspective. When taken from the internal perspective the most important function of public relations is in the effective communication between employee and employers. Taken from the reputation perspective, public relations has its most important advantage in forming clear messages (Murray, White, 2005). At this point effective communication channels and public relations practioners who are able to analyze both employee and employers may have a buffering effect on the communication of these two. Obtaining clear messages from the executive and making both sides more comprehensive can be achieved by effective public relations services.

In the forming of organizational reputation, organizational communication and organization identity, social responsibility and the role of chairman (CEO) have an important effect. The studies within the framework of especially organizational communication, organization identity and social responsibility are executed via the support and direction of public relations management.

1.2.4. Knowledge Management and Public Relations

Knowledge management is defined as a function of an organization to control the knowledge in production and sharing with the condition of realizing the mission and reaching the aim (as cited in Yeniçeri, İnce, 2005:62, <www.iibf.ogu.edu.tr/kongre>).

Public relations practitioners are leading the work within knowledge management with knowledge manager. Because of knowledge management have two dimensions as humanistic and technical, it makes this necessary. It comes to scene with human resources management during public relations knowledge management for training of human resources. Knowledge

management aims to aware the employees about knowledge management, targets and importance of knowledge management and process of the knowledge management. Another addition of the public relations is making knowledge sharing and creating of the learning culture. Knowledge sharing, which is an important part of knowledge management process, shares knowledge among the employees and the business enterprise. During this process significant amount of many communication, tools, techniques and management are used. In order to activate knowledge management in the business enterprises, it's important that a cultural pattern based on knowledge flow from individual to business enterprise is established.

1.2.5. Customer Relationships Managements and Public Relations

Customer relationship management is described as working strategy centered on customer and leans against the coordination between person, period and technologies to increase the growth and benefit (as cited in Köseoğlu, 2006:157, <http://www.eweek.com>).

Public relations support researches within customer relations management as creation of corporate culture that focused customer. In recent postmodern world customer has seriously changed. Therefore it is necessary to inform that importance of the customer, satisfying the customer and make customer loyal. That is an important competition advantage. It is also possible to say that public relations are helping with identifying and communicating the customer as processes of customer relations management. Especially interaction is a process that uses communication methods and techniques intensely. Another period of customer relations management is providing customer pleasure that is important for gaining and holding customer. It is true that public relations provide direct and indirect support to provide customer pleasure. As known, this is an important part of relations between business enterprise and business enterprise image on target audience during the customer satisfaction process. Public relations have various works for holding a good reputation in the customers mind and improving the relationship between employee to employee and employee to manager.

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Today's global business world obliges the public relations to be ungovernable and a management function gaining different dimensions. One of the studies that public relations supports is the studies through the brand management. This subject will be examined more detailed under a different title.

2. BRAND MANAGEMENT AND PUBLIC RELATIONS

Before we talk about the relationship between brand management and public relations, we think that emphasizing the brand management and brand management period will be beneficial.

In markets in which competition conditions are dense and these competitions are continuing mercilessly, the businesses are looking for the new to continue their existence and to graze and differentiate from their rivals. The efforts to create difference beginning with presenting new products develops through costumer services and customer relationships by passing the period of low cost production and total quality management applications. At the end of this period, the studies trying to realize the satisfaction of customers have introduced the importance of brand management.

There have been lots of definitions about brand management. In one of these definitions the brand management was explained as a period consisting "creating brand, stretching the brand, repositioning, uttering or renewing the brand, growing a brand or lengthening its life" (as cited in Karpat Aktuğlu, 2004:46, <http://www.brandcounsult.com.fag>)

The brand management mostly examined as a part of marketing function is defined not only as bringing the ideas about responsibilities and functions it undertakes but also as a phenomena which shows how the marketing function is coordinated with the structure of organization and what the brand is obviously and on which eliminating the ambiguities around the brand is essential (as cited in Karpat Aktuğlu, 2004:46, Bureau, 1983:3).

Historical period about brand management was started with the presidency period of Richard Deupre in Procter and Gamble. In this period Mc Elroy emphasized that there should

be a manager and assistant for each P&G brand and determined their duties as to organize and execute the advertisement and marketing activities. One of the periods in which passing to the brand management gained momentum was the post second world war era. Establishments such as General Electric, Heinz and Pillsbury were seen to accelerate this process in 1930s. It was stated that in 1967, 84% of consumption goods producers in the USA owned the brand managers (as cited in Uztuğ, 2003:53, Row, Ronald, Fullerman,1994:175).

The essential aim in brand management comes to the fore in a framework of two different dimensions. One of these dimensions is to create brand awareness, the other one is to create brand recognition. The essential point wanted to be reached in the framework of the dimensions stated is to form a brand image after increasing brand recognition. As a result of all these there are two points said in the context of consumer's admitting or preferring that brand or rejecting it. Admitting of the brand brings together the preference of it. The following step is to create a brand loyalty.

When it is evaluated in the context of today's global market, the importance of creating a brand loyalty appears. Customers and market environment changed with postmodernism bring together the variety of products and brands. This kind of situation shows that there is a serious competition in the market. In this context, creating brand awareness and recognition for businesses, obtaining a positive brand image, increasing the rate of preference of the brand and creating a brand loyalty are accepted as important duties.

In this direction it is observed that different brand strategies are developed by businesses. "There are four essential strategies that businesses accept for branding the new goods. The strategies are formed by depending on brand category and brand name. The first one is to expand the brand to the range of brands. Here an existent brand name expands to the other goods in goods category and the new versions of these goods. For example; Diet Coke, Ariel Color Tide Liquid. In this strategy the success and performance of the existent brand is wanted to expand to the other goods. The second strategy is brand expanding-widening. The name of an existent brand is used for a new goods category. For example; mobile phones of Sony, dishwasher detergents of Persil or telephones of Swatch together with its watches. This strategy can rescue the business from the burdens which require time, effort and source such as creating a new brand or trying to form an image. The third strategy is multi-branding

strategy. Two or more brand is developed for the same category. For example; there is the business name on every goods of Philips, but on the detergent of Lever different brands from Persil to Surf are used. The fourth strategy is the business's using new brands. This can be producing new goods in an existent category or it can be in a new good category" (Odabaşı, Oyman, 2002:367).

After a brand strategy is defined the decisions about branding have to be taken. In this context, the first point to deal with is to define the name of brand.

Brand name is mainly the part of brand being able to express orally. "In other words, the name of brand is the form of the brand and positioning idea on customer mind which is the battlefield with rival brands" (as cited in Dereli, Baykasoğlu, Halis, Okkıran, 2007:19, <http://www.infomag.com>)

Beside the appropriateness of brand name in packaging and labeling, it also must be appropriate for the laws.

Some examples from brands can be given as below;

Abbate: A shirt and tie brand known with its quality in Turkey. The word is Italian and means the man on the summit.

Becel: It is formed from English with the first letters of the words meaning decrease of cholesterol in blood.

After the name of brand is defined forming the visual elements belong to brand is very important.

Slogan: "A good slogan is a subject to consider carefully in the context of making positive connotations on customer's mind. Such as Budweiser's slogan of 'the king of beers', Coca Cola's slogan of 'always Coca Cola' "(Çoroglu, 2002:117).

Color: Color is a crucial complementary of the sign of brand, name and logos. For example in banking where trust factor is very important, green is frequently used which identifies trust in logos. Because of that meaning Garanti Bank prefers green color in company logo and foundation structure

Logo: It is important in the context of increasing the rate of Business's recognition. Logos have become the delegates of brand's personality. Commercial brand and logos are the signs of trust and quality that consumers demand. Known brands can be known even if their

logos aren't read. For example in some researches 'SA' logo that one of the most well known logos in Turkey by Sabancı Holding and consist of the mixture of S and A letters used by all companies within foundation. Therefore Sabancı Group can easily transfer this meaning on various mass and consumers according to company. LasSA, BetonSA, PhilSA, ToyataSA.

Symbol: "Brand symbol is the part of the brand visible but not oral. For example Ferrari is the brand name, but the horse is its symbol" (Çoroglu, 2002:117). Koç enterprise symbol ram horn is used by all different enterprises of the group in order to transfer the image to the target audiences.

After the visual elements about the brand are defined, the step about registering the brand comes to the fore.

Registering the brand is one of the crucial subjects. In the framework of imitation and counterfeiting businesses may come across big problems about their brands. Because the register processes take a long time businesses must register their brands in no time.

After the brand is registered, its positioning has a big importance. We see that in the positioning of brand different strategies come to the fore. In this framework, it is possible for a product or a service to be positioned firstly in market, positioned as unique, positioned as market leader, positioned according to market leader and expanded the usage field of the brand.

Except for the said above the brand can be repositioned. "The positioning decision in a business is taken by looking to the income coming from the cost of switching the brand to another slice and the new position of the brand. Because the category of lemon drinks dominated by Sprite and 7Up in 1993 did not grow, the sales were not at the levels expected. After that Sprite was decided to be repositioned to compete in the general drink category" (Çoroğlu, 2002:127).

After the brand is positioned the step about developing advertisement strategies comes. At this point, decisions related to advertisement, public relations and sales development are tried to be taken. The last step in brand management is to apply all strategies and evaluate them.

In the context of a successful brand management brand's having a story is also important. "Businesses tell their brands to the customers by the means of stories explaining the experiences of buying and using. If these stories are created and told well, there can be formed communities and suggestions…in the process of fictionalization the customers pass through five phase from disinterest to brand to being an internal supporter of it. The steps are; awareness, participation, experience, relation and suggestion" (Moon, Millison, 2003:79).

One of the subjects to be taken seriously related to brand management is brand image. It is very important for forming perceptions about that brand on the minds of consumers what kind of image the brand has. Consumer's tending to evaluate the product or brands by looking at their images forces the businesses to focus on image studies. The fact not to be forgotten at this point is that the forming of attitude and image about the brand is not possible unless brand awareness is formed. For example; the Zippo lighters not only function as a firing device but also are indicators of statute.

After the process of brand definition and brand management are examined, it is beneficial to talk about the relationship between brand management and public relations.

As we know there are several definitions about the concept of public relations. According to one of them public relations are defined as "planned efforts aiming at affecting public opinion by bidirectional trustful applications and bringing mutual advantage" (Cutlip, Center, Broom, 1985:3).

When looking at the essence public relations come to the fore as recognition and introduction efforts. The introduction especially the introduction in the context of public relations in brand management has a huge role. "Al&Laura Ries say that the birth of a brand begins with introduction" (Ries, Ries, 2004:29).

Two activity fields of public relations attract attention. One of these activities is corporation oriented public relations (CPR), the other is marketing directed public relations (MPR).

2.1. Corporation Oriented Public Relations (CPR) and Brand Management

CPR/corporation oriented public relations are a concept expressing the public relations studies or activities aimed to gain trust, love and sympathy of society.

It is possible with CPR to create a positive image belonging to corporation brands. In the context of corporation brands we can gather CPR activities' main study fields under three titles. These titles and explanations are (as cited in Karpat Aktuğlu I., 2004:173, Arnold:132,133);

Identity of Corporation: with the perfection movement started especially since 1980s, managements have evaluated the negative and positive reactions from the environment and tried to form an identity on being recognized as a brand giving value to customers and working for them.

Reaching different target audiences: Businesses which accept modern management style behave sensitive about reaching a wide range of audience and interacting with them. As the target audience grows, more certain and controlled messages are required and this requirement is tried to be met by corporation brands.

Protecting the business from unfair competition: Today's businesses behave sensitively about unfair benefit. Especially by taking support from corporation owners the other brands of the corporation are tried to be taken under legal protection. So in the strategies of positioning corporation brands are given more importance.

2.2. Marketing Oriented Public Relations (MPR) and Brand Management

MPR/marketing oriented public relations, public relations serving to marketing aims (MPR) is defined like that; it is a total planning, executing and evaluating program process which uses communication of knowledge and interaction, identifies businesses and products with consumers' demands, needs and interests, encourages a public relations package serving to marketing aims, sale and customer satisfaction and is authentic and trustful (Kocabaş, 1999:85).

When we look at the benefits of MPR for business we can say (Kotler, 1996:861)

With MPR these can be possible;

- Increasing awareness

- Being trustful (increasing the trust of people for the business)

- Encouraging the salesman and sales power.

Today lots of businesses want their public relation departments to maintain their activities with a marketing sight, for some businesses some special units so called marketing PR are formed to support the image with product introduction and corporation introduction, or supports are taken from the public relations firms giving this service. According to a research result that marketing managers make it done, ¾ of businesses benefit from public relations with marketing aims and this application is very effective in forming brand awareness. The difference of public relations from other compounds is being cheaper, enabling to reach specific target audience and having a high trust rate (Peltekoğlu, 1998:43,44).

Public relations play an important role in maintaining the product or service by helping to introduce business or product well, to announce a new or developed product, to lengthen the life of product and to form the demanded image. Trust for a business or brand or belief in is quality will affect the preference of the brand (Peltekoğlu, 1998:45).

When it came to 1980s, the concept of strategic marketing, which was an important development in marketing history, changed the focus point of marketing from consumer or product to the external environment of the firm. Only knowing everything about customer is not enough. To be successful marketers have to handle the customer together with competition, policies and arrangements of government, economical, social and political macro powers directing the development of market. For global marketing it means working with rivals in that industry together with the government representatives in related country to gain the target market (Tutar, 2000:198). At this point arranging the relationships with related country governments where the brand will activate require lobby activities taken under the title of new approaches in public relations. To have the result of campaigns of public relations it is necessary to act at right time and with right techniques.

The biggest contribution of public relations to business, product and services of business and the brand occur especially in the field of crisis management. Reactive public relations steps in and tries to revise the wrong belief formed in market by using effective strategies (Becerikli, 2003). By showing proactive before crisis, active during the crisis and reactive approaches after the crisis minimizing the threat effect of crisis to the organization, and transforming the result of the crisis to a success is one of the important duties of every manager (Richardson, 1999:59). Gaining the support and trust of society by effective public relations programs and developing a good will mutually provides the organization to have a supportive public opinion in crisis periods. Managers have to define their social shareholders in a right way and perceive the value of these groups before any crisis to have the opportunities and transform them into corporation authority inside crisis. For the sake of this, perception of social shareholders has to be measured systematically. The corporations of which communication performances are systematic, coordinate and parallel to the sense of society will find their shareholders near them in crisis and carry the competition from sale points to corporation authority which will bring longer life results (www.orsa.com.tr, 2005).

CONCLUSION

There are three important dimensions – political, economic and social-cultural- of globalization phenomena which have shown its effect especially after the 80's. Improvements and alteration in every field due to these phenomena also lead to changes in customers and business enterprises. With the effect of globalization business enterprises apply modern management strategies, getting more customer centered and giving effort to get customer satisfaction and loyalty. The customer today is changing towards a profile more related to external shape, directed to symbolic consumption and getting satisfaction through consumption.

Globalization and the changes coming with them, bring the different dimensions of public relations together. Today, public relations are positioned with the feature of being a function far more beyond writing press release or arranging cocktails.

Public relations contribute to the studies under the subjects such as re-engineering, total quality management, six sigma, knowledge management, customer relationship management with the effect of the changes. One of the important subjects that public relations contribute is brand management.

Public relations is effective in brand management especially in brand communication activities, for raising knowledge of the brand, developing perception related to the brand, raising the brand loyalty. With globalization changing of marketing environment and expanding activity area makes it necessary that brand/brands of the enterprise to become different than the others. Within crisis, related to product or services workings, to protect brand and enterprise reputation public relations activities can be applied by contribution of public relations management. Another addition of public relations to brand management is the activities to improve brand image. Pressure groups are especially active in forming communication with different countries and governments, in which the brand will be active.

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