

MANAGARIAL ECONOMICS

PUBLIC RELATIONS-

TEAM "MAKE"

Public Relations in Make Decision

- ▶ PR plays a pivotal role in shaping a positive company image within the Make decision.
- ▶ PR efforts aim to spotlight the company's commitment to quality, innovation, and ethical production practices, hence, showcasing value
- ▶ Transparent communication through PR fosters trust, a cornerstone for the success of the Make strategy.



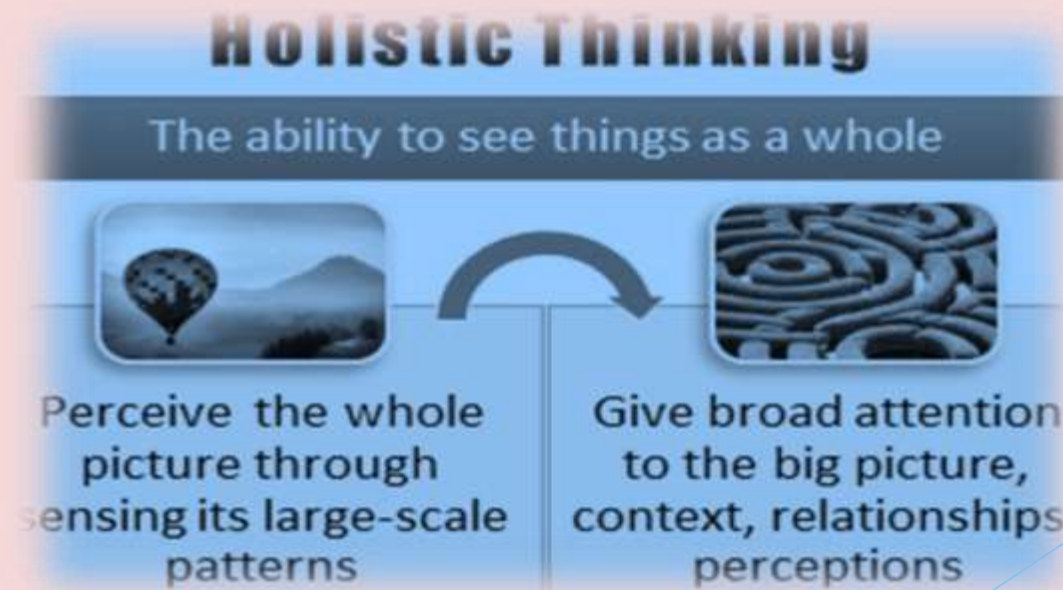
Building Brand Reputation

- ▶ In the Make decision, building a robust brand reputation takes center stage.
- ▶ PR becomes the driving force in shaping and promoting the company's image, both internally and externally.
- ▶ Effective internal communication boosts employee morale, while a positive brand image externally attracts customers, investors, and partners.



Strategic Integration, Holistic Approach and Engagement

- ▶ The Make decision, when strategically aligned with PR efforts, can yield profound positive impacts.
- ▶ Focusing on in-house production and cultivating a positive public image becomes a dual strategy.
- ▶ The outcome includes an enhanced brand, fortified trust, and a solid foundation for sustained success.



References

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