

About the Book

The book *Islamic Theory of Public Relations* is a valuable contribution to the existing body of knowledge. The book captures the essence of Islamization of knowledge project and justifies this humble work, which is perhaps the first attempt to develop an academic literature with in-depth analysis of public relations practice from Islamic perspective. In the first chapter, background of the new theory was discussed. Chapter two highlights the overview of the modern public relations. While chapter three presents the methodology employed by the author to build the new theory. Chapter four discusses data presentation and analysis, and in chapter five, the outcome and findings of the new theory were extensively discussed. The author recaps the book with chapter six which presents in an elaborate way the new definition of public relations from Islamic perspective, conceptual notes on some selected public relations activities, strategies and tools from Islamic viewpoint.

About the Author

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