



Shifting Sands: Building Reputation in an Evolving Landscape A User's Guide for Communications Practitioners

Author: Sandra Stahl

₹499 ISBN: 9788198078445

As India seeks to position itself as attractive for business, a place of growth with a strong digital infrastructure and a friendly start-up ecosystem, the role of a positive, trusted reputation is more important than ever. Shifting Sands is a 'user's guide' to help PR practitioners navigate the evolving landscape of reputation communications written by a leading PR practitioner, educator and author of the award-winning The Art & Craft of PR. Readers will find insights, suggestions for mastering the new tools and technologies as well as stories, interviews and examples –successes and mishaps, do-s and don't-s. Building a good reputation is hard work. Shifting Sands is an informative and entertaining read for anyone wanting to know more about communications and a must-read for anyone already working in communications.

"Sandra's engaging, hands-on approach to communications and reputation management make Shifting Sands a must-read, practical guide for both newcomers and experienced PR professionals alike. Her's is a voice I trust and readers will, too." – Pavan R. Chawla, Founder-Editor Mediabrief.com and host of the award-winning MVP – The Master's Voice Podcast

Contents | Prologue | A User's Guide: What Readers Can Expect |

- 1. BUILDING REPUTATION FROM THE INSIDE**
- 2. THE TOOLS**
- 3. THE ART**
- 4. DO'S AND DON'TS**
- 5. THE AIM**

Epilogue

Resources

Notes about the Quotations

Acknowledgments

About the Authors

Sandra Stahl is co-founder and managing director at jacobstahl, acquired by Ruder Finn in 2020. She created and led communications for many of the world's leading biopharma, diagnostic, device and consumer healthcare brands over 30+ years. Her skills as a strategist and developer of compelling narratives have enabled

organizational-and market- readiness, powered investment, enhanced profiles, amplified landmark data, built reputations and influenced opinion. She is a recognized thought leader and author of award-winning, *The Art & Craft of PR*, founding faculty in the BIC master's degree program at The City College of New York, and guest-lecturer in universities including Columbia University and Xavier Institute of Communications in Mumbai.