

Women's Work in Public Relations

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Women's Work in Public Relations

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INVESTOR IN PEOPLE

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About the Editors

Elizabeth Bridgen, FHEA, is Principal Lecturer in Public Relations at Sheffield Hallam University, UK. She is co-editor with Sarah Williams of this book, *Women's Work in Public Relations*, to which she also contributed a chapter 'Just Like Any Other': Public Relations Careers in the Adult Industries. She is also co-editor with Dejan Verčič of *Experiencing Public Relations: International Voices* and recently contributed a chapter, 'It's Trivial, Bitchy and Dull' to Martina Topić's edited collection *Towards a New Understanding of Masculine Habitus: Women in Leadership in Public Relations* and is writing a book chapter which explores women's freelance career experiences in the UK public relations industry (with Sarah Bowman and Heather Yaxley) for a forthcoming book on gender and freelancing in the communication industries (edited by Anca Anton and Raluca Moise). She has had work published in *Journal of Media Practice* and *PRism* and recently co-authored a Chartered Institute of Public Relations-funded project on social mobility in public relations (with Stuart Baird) called *Levelling Up the Public Relations Profession*.

Her research explores the lived experience of PR practitioners with a focus on gender and technology and is currently working on a portfolio of research projects on the marginalised in PR communities and is currently researching and writing a book with Ileana Zeler titled *Race and Social Mobility in Public Relations*. This is to be published by Routledge as part of their *Global PR Insights* series.

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About the Contributors

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Sarah Bowman, PhD, MCIPR, SFHEA, is a Senior Lecturer at Northumbria University, UK, and is a former practitioner now turned academic specialising in organisational communication. Sarah's research is rhizomatic and sociological focusing on strategic communications, navigating stakeholder interconnections and exploring transformational and feminine leadership in complex and politicised settings. Her PhD thesis investigated the knowledge, skills and attributes for public affairs practice developing a new knowledge architecture for the field. She has published on knowledge and pedagogy including *Teaching in Higher Education* where her research focuses on exploring metamodern perspectives and the sensibilities necessary to thrive in a dynamic and unstable world. Sarah has authored a range of book chapters including two editions of *The Public Relations Handbook*. She has also published journal articles most recently identifying the knowledge that supports PR practice in *Public Relations Inquiry* and on internal crisis communication and emotion in the *Journal of Communication Management*. With Dr Heather Yaxley, Sarah has developed an ecological radical feminine perspective of women and leadership published in *Towards a New Understanding of Masculine Habitus and Women and Leadership in Public Relations* and co-authored *Public Affairs Management: A Guide to Professional Practice (in print)*.

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Bron Eames has advised numerous national and international brands across B2C and B2B sectors – with particular expertise in food and drink, leisure retail, retail, automotive, transport, construction and home interest. She was managing director of two award winning Midlands’ (UK) consultancies for over 20 years and sat on the leadership teams of a number of full-service agencies. A Fellow of the CIPR, past chair of the Midlands committee (twice) and three times chair of PRCA Midlands, she is now an independent consultant, providing non-exec support, mentoring, training and strategic counsel. Here she discusses why she has worked in PR for over 40 years.

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