

1- **Social Responsibility:** Stakeholders are increasingly expecting businesses to be using their profits to —do good and useful for the society, The public has always – to some degree – believed that businesses should not make a profit at the expense of the communities in which they operate. Also, because of social expectations, most big companies have traditionally given to charities – either monetarily or by —lending employees as volunteers. But Social Responsibility —performance with purpose is different. While the main goal of a business is to increase shareholder value, that’s no longer enough. There’s a —new bottom line that is pushing businesses toward using their wealth, expertise, logistical expertise, etc., to help solve societal problems. Even traditional concepts of capitalism are being challenged by business people and academics who believe that —creating a bigger pie way to increase prosperity for everyone. Michael Porter of Harvard Business School coined the term —shared value to describe this new form of capitalism that seeks to create wealth for the entire —supply chain (i.e., any entity involved in the creation and distribution of a particular product or service). With this reinvented form of capitalism, there is also much more cooperation between the private and public sectors. For public relations, —performance with purpose has meant helping organizations demonstrate their commitment to the communities in which they operate through —evidence-based strategies. Businesses can no

longer just say they're doing good; they must back it up with evidence.

- 4- **Push vs. Pull Strategy**: the traditional P.R. strategy is (pushing) information to the public through (news releases, flyers, brochures and posters etc...), the new strategy for the P.R is (pulling) information and creating content that pulls public to interact with the organization. The fact is, we are all in the content creation business now. We need to create compelling content that keeps our public interested, engaged, and interacting with us.

- 5- **global expansion** :While public relations began as a profession in the United States, it is now truly a global phenomenon. In fact, the fastest growing markets are in the BRIC countries (Brazil, Russia, India, and China.) Also, in the last 30 years, the world's largest public relations and advertising agencies have been purchased by one of five global communication groups and companies .