



Evgeny N. PASHENTSEV.
Communication Management and Strategic Communication: the Contemporary Technologies of the Global Influence and Management. Moscow: International Centre for Socio-Political Studies and Consulting with the academic support of the Philosophy of the Language and Communication Chair at the Philosophy Faculty of the Lomonosov Moscow State University, the CEEISA Permanent Section "Communication Management in World Politics and Business", International Expert Network EURUCMNET, 2014. 472 pp.

The author analyses the little-studied problems of communication management and strategic communication with a focus on the strategic communication practice of Russia, the USA, China in Latin America, the Middle East and the Ukraine, the opportunities and risks of management under the conditions of the information warfare.

This is a first book on strategic communication published in Russia. The material of several chapters is based on the papers and statements of the author at the international academic conferences, round table discussions in Russia, Austria, Belgium, Bulgaria, Great Britain, Venezuela, Spain, Italy, China, Poland, Portugal, Turkey, Sweden, Finland, the Czech Republic, Romania, Estonia and having been published partially in Russian, English and Spanish arousing numerous responses from various specialists.

Please send your letters and comments to the author at: icpspc@yahoo.com

Evgeny Pashentsev's book, reflects a real role of communication management in the modern world. It turns eye to the future, with its great opportunities, but also risks of management trough communications.

Prof. Vladimir Mironov, the corresponding member of the Russian Academy of Sciences, the dean of the Faculty of Philosophy at Lomonosov Moscow State University

Evgeny Pashentsev gives a profound analysis of a contradictory role of public communications in the development of a world economic crisis.

Prof. Vladimir Faltsman, the Honoured Researcher of the Russian Federation, the head of the Russian-German Graduate School of Management at the Russian Presidential Academy of National Economy and Public Administration

Communication management and strategic communication by Evgeny Pashentsev – is a generalisation of long-term experience of a serious researcher and active expert in communication management. On the basis of a rich material about strategic communication of the USA, Russia and China in Latin America the author gives a reader a hot analysis of the development of modern global communications under the conditions of intensifying of tensions and conflicts in a sphere of international relations.

Prof. Minka Zlateva, UNESCO chair "Communications and public relations" at the Faculty of journalism and mass communication at the Sofia University of St. Kliment Ohridsky

Pashentsev's book on communication management and strategic communication comes at a very timely juncture in international relations. A concise and critical approach to the use of these informational instruments is needed within the context of the current manipulations and upheaval that is griping the world.

Dr. Greg Simons, a senior researcher at the National Research Centre of Crisis Management Research and Training (Crismart) at the Swedish National Defence College in Stockholm, Sweden and at the Uppsala Centre for Russian and Eurasian Studies at Uppsala University

The importance of Professor Evgeny Pashentsev's book on communication management and strategic communication cannot be overstated for, without right information delivered at the right place and at the right time, economy cannot function, values cannot be produced, wars cannot be won, and peace cannot be secured. What was once called "means and modes of production" now depends on the management of information, and, along with this, it is also becoming more and more evident that the real source of wealth is production of information. It has also become evident that human mind and social connectivity is a key strategic resource and also a decisive form of power. Dr. Pashensev's work thus opens new venues for the much needed progressive transformations, both theoretical and practical, which are absolutely indispensable for national prosperity and security in today's world.

Vladimir Suchan, the former Czech diplomat, the doctor in philosophy and political science (Carleton University, Canada, 1999)

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Evgeny N. Pashentsev is a DSc and professor at the Philosophy of the Language and Communication Chair at the Philosophy Faculty of the Lomonosov Moscow State University. He is also a director at the International Centre for Socio-Political Studies and Consulting (ICSPSC) and the author of twelve monographs on the genesis of military regimes, communication management and strategic communication.

Prof. Pashentsev is a member of the advisory board at *Comunicar* Journal (Spain), coordinator of the international research and expert network on the communication and media management of the EU and Russia relations (EURUCMNET). Honorary Research Fellow at Birmingham University (October – November 2005). Partner of the European Association for Viewers' Interests. Member of the Central and East European International Studies Association (CEEISA). Editor of the ICSPSC monographs' series "Communication management in modern politics and business".