

CONTENTS

4	EDITOR'S NOTE
6	Alex Malouf, Marko Selaković, Nikolina Ljepava Exploring the Relationship Between Corporate Volunteering and Internal Communications in Multinational Organizations
24	Ivan Pakozdi, Mario Petrović, Adrian Beljo Native Advertising: Evolving Marketing or Public Relations Promotional Tool
42	Ema Starčić, Hrvoje Jakopović Evaluation and Measurement Among Croatian Public Relations Professionals
60	Leali Osmančević Twitter as Popular Journalistic Platform – Similarities and Differences Between Jutarnji List and Večernji List
78	Jadranka Škarica, Ivan Tanta Communication in Organisations as Fundamentals of Good Management or a Stumbling Block
94	Goran Pavelin, Roko Matanović Research on the Attitudes of the Directors of Croatian State Archives to Planning and Implementing Volunteer Management
	BOOK REVIEWS
118	Ana Tkalac Verčić Odnosi s javnošću (Public Relations) Ivana Jeleč
126	Finn Frandsen, Winni Johansen Organizational Crisis Communication Marta Takahashi
132	Viktorija Car, Lejla Turčilo, Marijana Matović Medijska pismenost – preduvjet za odgovorne medije (Media literacy – precondition for responsible media) Lana Ciboci
	CALL FOR PAPERS
136	Commforum 2017
140	EUPRERA 2017
143	IAMCR 2017
146	INSTRUCTIONS FOR AUTHORS
152	CODE OF ETHICS