

# EDITOR'S NOTE



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Editor-in-Chief



## Dear reader!

To research, discuss and write about crisis today is completely different than it was a few years ago. Everything changes, from technology to the society we live in, and this also has a significant impact on public relations and communications. Due to entirely different methods and channels of communication nowadays, no organization can isolate itself from the environment it works in, the media impact and its influence or the public that shows any kind of interest for the organization. Its exposure to all kinds of crisis situations is greater than ever, and all of this has an influence on the necessity for different modern knowledge that can contribute to the successful defense from various crises.

Taking into consideration the extremely attractive and dynamic crisis phenomena, the numerous economic, social and political crises that marked the last decade, we at the Edward Bernays College of Communication Management are extremely proud that a major part of our fourth issue of *Communication Management Review* reflects and debates precisely on crisis situations and crisis and reputation management. This issue continues the academic debate we initiated at Bernays' second international conference *Communication Management Forum* dedicated to the crisis mode we live in and to the definition of crisis and its meaning and practice in the modern age we live in. We are proud that the second edition of the conference managed to repeat the success of its first edition by gathering well-distinguished academic authorities who were given the opportunity to discuss the latest trends in public relations, crisis and communication management, media, marketing, political science and related academic disciplines.

The fourth issue of *Communication Management Review* presents papers from renowned university professors, scientists and practitioners that reflect on the refugee crisis and a possible political and structural crisis of European integration, crisis management in the hotel business, rebranding as an elementary part of corporate repositioning and reputation management, politicians who persuade and manipulate in different manners such as fictional characters in the world-renowned TV series, *House of Cards*, and the media as one of the subjects of media literacy in the Croatian Education System. Through authors' research, thoughts and recommendations, these papers in a significant manner contribute to understanding the everyday life we live in and help organizations understand their working environment, filled with different communication hazards, possible crises and a number of opportunities. Through quality content and committed work, we are sure that all of Bernays' scientific efforts and the papers presented in this issue of our journal will contribute to including *Communication Management Review* in prestigious international research databases.

On behalf of the editorial board, we wish you all pleasant reading and plenty of good ideas and research papers.

We look forward to working together!