

Study on Impact of Communication and Public Relation on Corporate Image

Jainab N. Khan

Shri G.P.M. Degree College of Science and Commerce, Andheri, Mumbai, Maharashtra

Abstract: *Public relations is a field that involves working with the media and the public. A public relations firm helps an organization improve its reputation among various people, including investors, employees, and the media. It is hired by companies that are committed to maintaining its brand image. Communication and Public relation are vitals tools for managing and shaping a corporate image. A positive corporate image can lead to increased trust, stakeholder support, customer loyalty, and competitive advantage. Communication ultimately contributing to a company's long-term success. Conversely, poor communication and public relations can damage a company's reputation and hinder its growth.*

Keywords: Public relations, Communication.