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Understanding public relations in the 'sharing economy'

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Figure 1: A traditional organisation centric stakeholder map

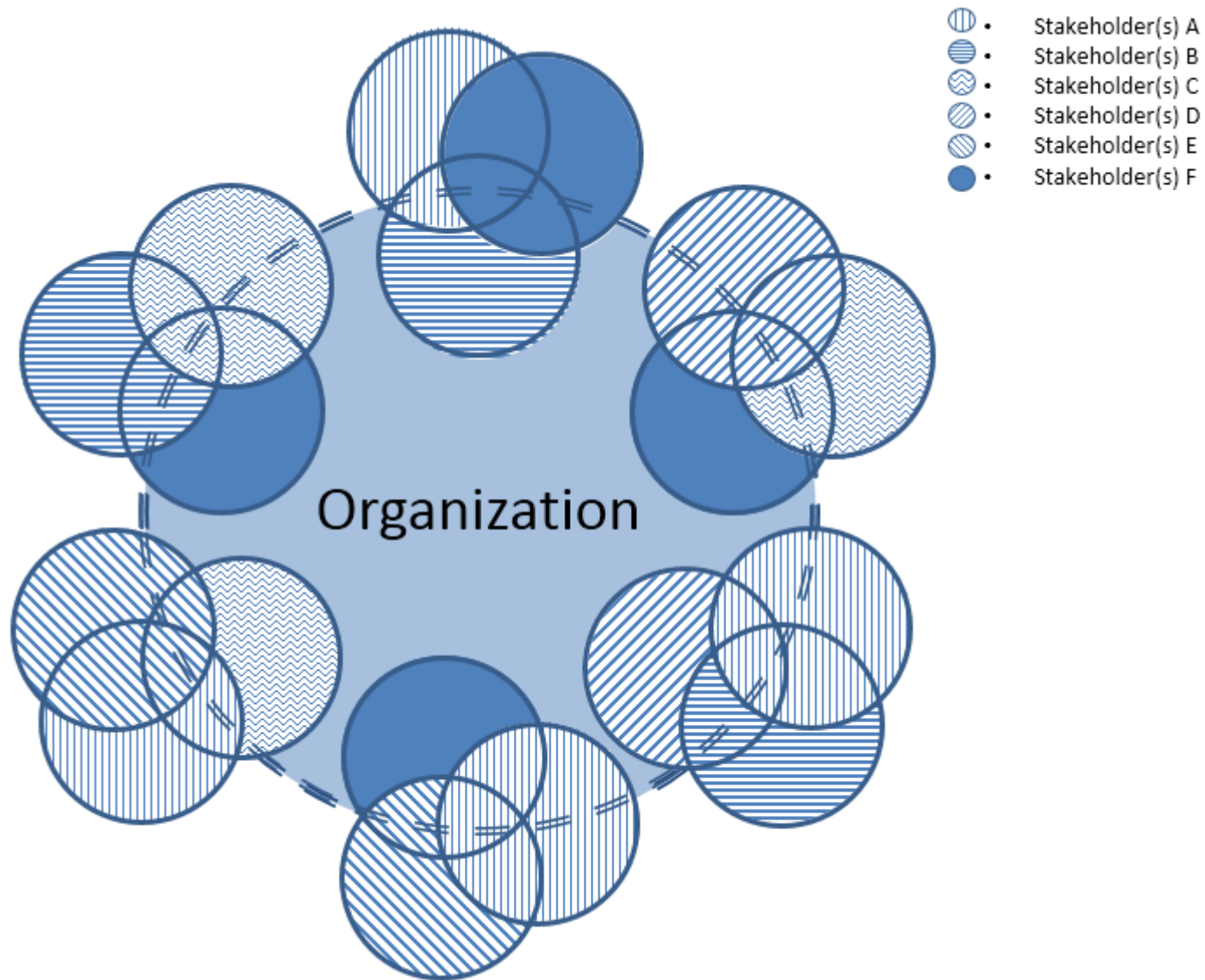


Figure 2: Boundaryless organisations and Circuits of Communication. Organizations are defined by stakeholder’s transactions with and conversations about them: stakeholder’s groups gather around topics that interest them, are dynamic, fluid and constantly re-constituting themselves.