ABSTRACT:
This book is the outcome of several year’s engagement with aspects of public history in Australia. It weaves together the results of a number of Australian Research Council research project which we have undertaken including a national project on historical understanding called ‘Australians and the Past’ and a study of memorials and memorialisation in Australia, ‘Places of the Heart’. It also draws on reflections about our work with a range of community groups, museums and heritage agencies. Over the ten years or so that the book has been in process, there have been many significant shifts in both the history discipline and the field known as public history, both in this country and many others around the world. What began as a defiant intellectual project on ‘an impossible to categorise’ area (sociology, history, anthropology) that we knew was essential to understanding the great interest and passion for history in many different forms within the broader population, has now become one of many which examines what is variously referred to as ‘consuming history’, ‘using history’, ‘the heritage industry’, ‘cultural tourism’ and, more theoretically, ‘historical consciousness’.

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We study the past so that it’s not repeated. We analyze the present so that we might be informed in order act with deliberate consideration. We look to the future to anticipate needs. That’s the theme for this week’s Unscripted Marketing links [UML].

2) PR at crossroads. If you are a large independent PR firm, then the consolidation of PR businesses by the holding companies like Omnicom and WPP, into an advertising construct, could be a key point of differentiation. At first, Richard Edelman sets this up as troubling news in a piece titled, The PR Industry at the Crossroads: “The business models going forward do not envision PR as a stand-alone, but rather as part of the supporting cast attempting to make the most of the star performer: advertising-led creative.”

Red Light / Green Light History at the Crossroads
Pushing American History in Different Directions
Go to War Annex Prime Pump Secede (c) 2011
At its heart, History at the... The events of the past pushed the country to its current place but it found itself in a quandary. Much like Dorothy, America had to ask itself "Now which way do we go? The Scarecrow was little help to Dorothy, but America has many scarecrows offering advice and demanding action. From demagogues to fire-eaters to hawks and doves there have been vast forces that wanted to steer America down one path or another. The question becomes not only Dorothy’s "Now which way do we go?, but also Why should we go that way? (c) 2011 American Crossroads April 1775.