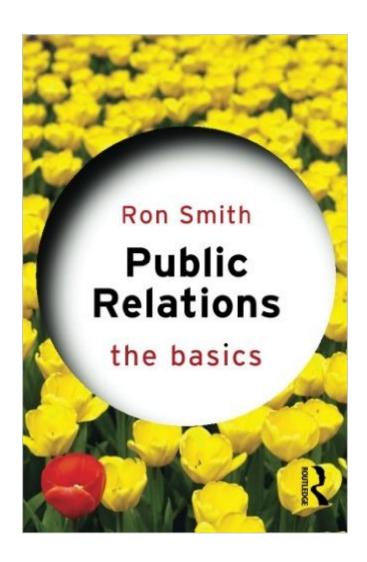
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Public Relations: The Basics





Synopsis

Public Relations: The Basics is a highly readable introduction to one of the most exciting and fast-paced media industries. Both the practice and profession of public relations are explored and the focus is on those issues which will be most relevant to those new to the field: The four key phases of public relations campaigns: research, strategy, tactics and evaluation. History and evolution of public relations. Basic concepts of the profession: ethics, professionalism and theoretical underpinnings. Contemporary international case studies are woven throughout the text ensuring that the book is relevant to a global audience. It also features a glossary and an appendix on first steps towards a career in public relations making this the book the ideal starting point for anyone new to the study of public relations.

Book Information

Series: The Basics

Paperback: 288 pages

Publisher: Routledge (October 4, 2013)

Language: English

ISBN-10: 0415675839

ISBN-13: 978-0415675833

Product Dimensions: 5.1 x 0.6 x 7.8 inches

Shipping Weight: 3.6 pounds (View shipping rates and policies)

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This is a very good book for those who want to gain knowledge of the Public Relations industry. It provides an overview of the key areas clearly and explains the concept in today's terms. Highly recommend it.

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