Synopsis

A practical, easy-to-follow approach to public relations. Written for students taking advanced courses in public relations, the book takes a team project approach to learning about the field. The book introduces a three-step process—"the PIE chart"—that more accurately reflects the campaign development process used in the real world. Exercises and case studies in every chapter guide students through the development of their own public relations campaigns. This text is available in a variety of formats—print and digital. Check your favorite digital provider for your eText, including CourseSmart, Kindle, Nook, and more. To learn more about our programs, pricing options and customization, click the Choices tab.

Learning Goals

Upon completing this book, readers will be able to:

- Develop their own public relations campaigns
- Apply public relations skills to the real world
- Understand how to apply communication theories to public relations

Book Information

Paperback: 288 pages
Publisher: Pearson; 3 edition (February 9, 2013)
Language: English
ISBN-10: 0205066720
Product Dimensions: 7.3 x 0.5 x 9 inches
Shipping Weight: 9.6 ounces (View shipping rates and policies)
Average Customer Review: 4.0 out of 5 stars See all reviews (2 customer reviews)
Best Sellers Rank: #280,193 in Books (See Top 100 in Books) #130 in Business & Money > Marketing & Sales > Public Relations #6159 in Textbooks > Business & Finance

Customer Reviews

Not at all what I needed. But that's because I reordered the book per the suggestion of a classmate.

The professor actually uses the book, it is helpful for the class and easy to read.

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