

Synopsis

The Public Relations Strategic Toolkit provides a structured approach to understanding public relations and corporate communications. The focus is on professional skills development as well as approaches that are widely recognised as 'best practice'. Original methods are considered alongside well established procedures to ensure the changing requirements of contemporary practice are reflected. Split into four parts covering the public relations profession, campaign planning, corporate communication and stakeholder engagement, this textbook covers everything involved in the critical practice of public relations in an accessible manner. Features include: definitions of key terms contemporary case studies insight from practitioners handy checklists practical activities and assignments Covering the practicalities of using traditional and social media as well as international considerations, ethics, and PR within contexts from politics to charities, this guide gives you all the critical and practical skills you need to introduce you to a career in public relations.

Book Information

Paperback: 400 pages

Publisher: Routledge; 1 edition (September 12, 2012)

Language: English

ISBN-10: 0415676487

ISBN-13: 978-0415676489

Product Dimensions: 6.8 x 0.9 x 9.7 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #705,012 in Books (See Top 100 in Books) #388 in Books > Business & Money > Marketing & Sales > Public Relations #980 in Books > Textbooks > Communication & Journalism > Media Studies #4111 in Books > Politics & Social Sciences > Social Sciences > Communication & Media Studies

[Download to continue reading...](#)

The Public Relations Strategic Toolkit: An Essential Guide to Successful Public Relations Practice
The Production Manager's Toolkit: Successful Production Management in Theatre and Performing Arts (The Focal Press Toolkit Series)
The Technical Director's Toolkit: Process, Forms, and Philosophies for Successful Technical Direction (The Focal Press Toolkit Series)
Essential Case Studies In Public Health: Putting Public Health into Practice (Essential Public Health) A

Practitioner's Guide to Public Relations Research, Measurement and Evaluation (Public Relations Collection) A Practitioner's Guide to Public Relations Research, Measurement and Evaluation (Public Relations Collection) The Assistant Lighting Designer's Toolkit (The Focal Press Toolkit Series) Strategic Writing: Multimedia Writing for Public Relations, Advertising, and More Strategic Planning for Public Relations Strategic Writing: Multimedia Writing for Public Relations, Advertising and More (2nd Edition) Strategic Communications Planning for Effective Public Relations and Marketing Strategic Public Relations Management: Planning and Managing Effective Communication Campaigns (Routledge Communication Series) T-shirt Black Book - The Ultimate How To Guide to Starting A Successful Clothing Line: The essential guide for startup brands wanting to create a successful clothing line. Reputation Management: The Key to Successful Public Relations and Corporate Communication Smart Communities: How Citizens and Local Leaders Can Use Strategic Thinking to Build a Brighter Future (Essential Texts for Nonprofit and Public Leadership and Management) Starting a Medical Practice: The Physician's Handbook for Successful Practice Start-Up (Practice Success! Series) Community/Public Health Nursing Practice: Health for Families and Populations, 5e (Maurer, Community/ Public Health Nursing Practice) The Practice of Public Relations (12th Edition) Public Relations: The Profession and the Practice The Practice of Public Relations (13th Edition)

[Dmca](#)