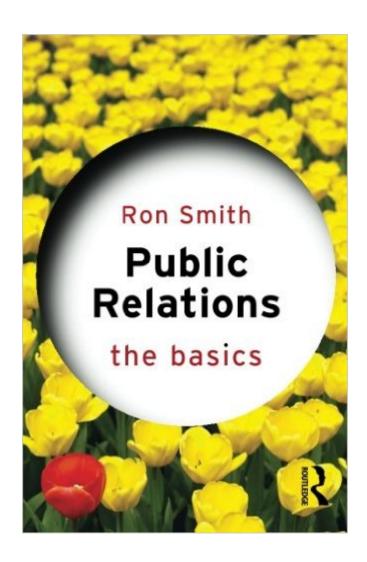
## The book was found

# **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)

Average Customer Review: 5.0 out of 5 stars Â See all reviews (3 customer reviews)

Best Sellers Rank: #107,565 in Books (See Top 100 in Books) #51 in Books > Business & Money

> Marketing & Sales > Public Relations #97 in Books > Textbooks > Communication &

Journalism > Media Studies #550 in Books > Politics & Social Sciences > Social Sciences >

Communication & Media Studies

#### Customer Reviews

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.

barely read it for class but decided to keep it around for my professional life. Great tips.

perfect for school

#### Download to continue reading...

The Public Relations Strategic Toolkit: An Essential Guide to Successful Public Relations Practice A Practitioner's Guide to Public Relations Research, Measurement and Evaluation (Public Relations Collection) A Practioner's Guide to Public Relations Research, Measurement and Evaluation (Public Relations Collection) Public Relations: The Basics Barron's Mechanical Aptitude and Spatial Relations Test, 3rd Edition (Barron's Mechanical Aptitude & Spatial Relations Test) Master The Mechanical Aptitude and Spatial Relations Test (Mechanical Aptitude and Spatial Relations Tests) Essential Case Studies In Public Health: Putting Public Health into Practice (Essential Public Health) Research Methods in Public Administration and Public Management: An Introduction (Routledge Masters in Public Management) Reputation Management: The Key to Successful Public Relations and Corporate Communication Primer of Public Relations Research, Second Edition Strategic Writing: Multimedia Writing for Public Relations, Advertising, and More Sport Public Relations - 2nd Edition: Managing Stakeholder Communication Sport Public Relations: Managing Stakeholder Communication, Second Edition Labor Relations and Collective Bargaining: Private and Public Sectors (10th Edition) Strategic Planning for Public Relations Public Relations: Strategies and Tactics (11th Edition) The Practice of Public Relations (12th Edition) Public Relations: A Value Driven Approach (5th Edition) THINK Public Relations (2013 Edition) Cutlip and Center's Effective Public Relations (11th Edition)

**Dmca**