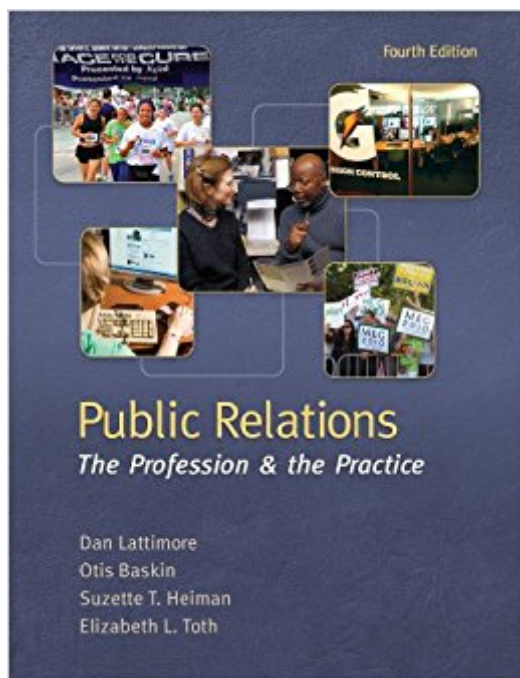


The book was found

Public Relations: The Profession And The Practice, 4th Edition



Synopsis

Coverage of global markets, new technologies, multiculturalism, and the latest news about public relations in action make this dynamic text the cutting-edge choice for public relations courses. In a personal and jargon-free style, this text presents and explains the fundamental tools of public relations practice, providing a multi-disciplinary understanding of the emerging trends within the field, with spotlights on people and issues of interest to students. --This text refers to the Paperback edition.

Book Information

File Size: 26000 KB

Print Length: 432 pages

Simultaneous Device Usage: Up to 2 simultaneous devices, per publisher limits

Publisher: Humanities & Social Sciences; 4 edition (July 1, 2012)

Publication Date: July 1, 2012

Sold by:Â Digital Services LLC

Language: English

ASIN: B006U0VT5Y

Text-to-Speech: Not enabled

X-Ray for Textbooks: Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #62,759 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #10 inÂ Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Public Relations #29 inÂ Kindle Store > Kindle eBooks > Reference > Writing, Research & Publishing Guides > Journalism #45 inÂ Kindle Store > Kindle eBooks > Nonfiction > Politics & Social Sciences > Social Sciences > Media Studies

Customer Reviews

Perfect textbook for the communications student. Great examples, provocative 'what ifs' and excellent instruction on history, how-tos with successes and consequences of poor communication in PR. Also \$100 cheaper than the college book store!

Pretty much everything you've ever wanted to know about the world of Public Relations. It also

serves as a great introduction and overview of the industry for newbies to the field, or people who just don't know much about PR, how it works, and/or what you can do with it. This book, plus my great Introduction to PR professor, really inspired me to switch into the PR field. =)

Very good book! I wish I had bought this as it provides case studies of businesses we see all the time and has interesting history bits too. The smooth writing style makes this book easy. The publisher's site has excellent practice quizzes that prepared me for my exams. Got an A!

Book wasn't in the best condition when i received it but all pages was there & not marked on.

I am a single mother that goes to college and loves a deal. I always look on first for my textbook to see if they have, because 95% of the time if they have them, they are considerably less. I needed this book for school and paid a little over half what the school bookstore was asking for it!! Thank you!

This is a great book. I had to rent it for a college class that is why it only gets 4 stars. There are a lot of great case studies in it, and I even take the test by computer that has helped me remember the information for class. Minnie H.

Exactly as expected.

Textbook.

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

Public Relations: The Profession and the Practice, 4th edition Public Relations: The Profession and the Practice Public Relations and Social Media for the Curious: Why Study Public Relations and Social Media? (A Decision-Making Guide to College Majors, Research & Scholarships, and Career Success) An Overview to the Public Relations Function (Public Relations Collection) Public Relations Writing Worktext: A Practical Guide for the Profession Labor Relations in the Public Sector, Fifth Edition (Public Administration and Public Policy) The Practice of Public Relations (13th Edition) The Practice of Public Relations (12th Edition) Barron's Mechanical Aptitude and Spatial Relations Test, 3rd Edition (Barron's Mechanical Aptitude & Spatial Relations Test) Organizational Behavior and Public Management, Third Edition, Revised and Expanded (Public Administration and Public Policy) Community/Public Health Nursing Practice: Health for Families and Populations, 5e

(Maurer, Community/ Public Health Nursing Practice) Community/Public Health Nursing Practice - E-Book: Health for Families and Populations (Maurer, Community/ Public Health Nursing Practice) Public Administration and Law, Third Edition (Public Administration and Public Policy) Epidemiology For Public Health Practice (Friis, Epidemiology for Public Health Practice) Planning and Managing Public Relations Campaigns: A Strategic Approach (PR in Practice) Pitch, Tweet, or Engage on the Street: How to Practice Global Public Relations and Strategic Communication Master The Mechanical Aptitude and Spatial Relations Test (Mechanical Aptitude and Spatial Relations Tests) A Strategic Understanding of UN Economic Sanctions: International Relations, Law and Development (Routledge Advances in International Relations and Global Politics) The PR Styleguide: Formats for Public Relations Practice Contemporary U.S.-Latin American Relations: Cooperation or Conflict in the 21st Century? (Contemporary Inter-American Relations)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)