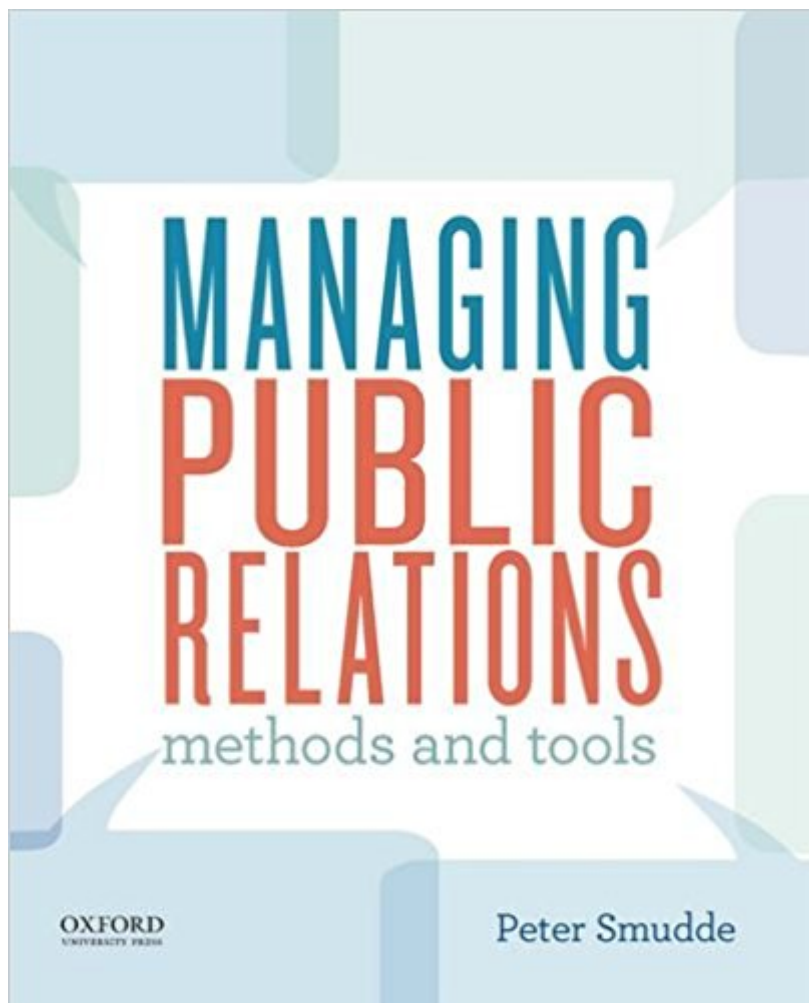


The book was found

Managing Public Relations: Methods And Tools



Synopsis

Focusing on the day-to-day matters of running a PR operation, *Managing Public Relations* is the first book to balance both corporate and agency needs while addressing the management of a public relations function. Its unique approach stresses the function of PR within the larger scope of business, showing students how to think like their future bosses and colleagues and making them more competitive in today's job market. Features*

- * Gives students the business know-how they need in order to succeed in public relations
- * Directly applies current, foundational research to the day-to-day management concerns of public relations operations, allowing students to connect theory to practice in a demanding environment
- * Balances coverage of both agency and corporate (for-profit, non-profit, non-governmental, and governmental organizations) public relations operations
- * "Executive Viewpoints"-first-person testimonials from actual PR executives-bring concepts, methods, and tools to life for readers as they realize how senior managers work and why
- * Rich pedagogy in each chapter assists students in their reading
- * A Companion Website offers resources for students and instructors, and an Instructor's Manual is available to adopters (please see the preface for details)

Book Information

Paperback: 352 pages

Publisher: Oxford University Press; 1 edition (November 14, 2014)

Language: English

ISBN-10: 0199985170

ISBN-13: 978-0199985173

Product Dimensions: 9.5 x 0.7 x 7.5 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 1 customer review

Best Sellers Rank: #132,083 in Books (See Top 100 in Books) #94 in [Books > Business & Money > Marketing & Sales > Public Relations](#) #486 in [Books > Textbooks > Communication & Journalism > Communications](#) #711 in [Books > Reference > Words, Language & Grammar > Communication](#)

Customer Reviews

"The go-to guide on how to manage the important function of public relations."--Sandra DuhÃ©fÃ©, Southern Methodist University "This text provides more content on business related strategies than other PR texts. The writing is clear and well edited, and is accessible to readers with limited

business knowledge."--Jeffrey Brand, University of Northern Iowa

Peter Smudde is Associate Professor and Coordinator of the Public Relations Program at Illinois State University. He has been widely recognized for his work, including winning awards from the Public Relations Society of America, the International Association for Business Communication, and the Society for Technical Communication. His previous books include *Power and Public Relations* and *Inspiring Cooperation and Celebrating Organizations: Genres, Message Design, and Strategy in Public Relations*.

Great condition

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

Managing Public Relations: Methods and Tools 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) Labor Relations in the Public Sector, Fifth Edition (Public Administration and Public Policy) Strategic Public Relations Management: Planning and Managing Effective Communication Campaigns (Routledge Communication Series) Planning and Managing Public Relations Campaigns: A Strategic Approach (PR in Practice) Sport Public Relations - 2nd Edition: Managing Stakeholder Communication Understanding and Managing Public Organizations (Essential Texts for Nonprofit and Public Leadership and Management) Budget Tools; Financial Methods in the Public Sector 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) Barron's Mechanical Aptitude and Spatial Relations Test, 3rd Edition (Barron's Mechanical Aptitude & Spatial Relations Test) Contemporary U.S.-Latin American Relations: Cooperation or Conflict in the 21st Century? (Contemporary Inter-American Relations) Organizational Behavior and Public Management, Third Edition, Revised and Expanded (Public Administration and Public Policy) Globalism and Comparative Public Administration (Public Administration and Public Policy) Public Administration and Law, Third Edition (Public Administration and Public Policy) Qualitative Methods in Public Health: A Field Guide for Applied Research (Jossey-Bass Public Health) Managing Cyber Attacks in International Law, Business, and Relations Managing Cyber Attacks in International Law, Business, and Relations: In Search of Cyber Peace On Deadline: Managing Media Relations, Fifth Edition

Contact Us

DMCA

Privacy

FAQ & Help