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Directed primarily toward undergraduate marketing college/university majors, this text also provides practical content to current and aspiring industry professionals. Written by two of the most respected individuals in the field, Public Relations Practices presents timeless case studies to help future practitioners develop agility in the principles and applications of effective two-way communications likely to confront them and their employer.

"Public Relations Writing and Media Techniques is the most comprehensive and up-to-date public relations writing text available. With real-world examples of award-winning work by PR professionals, this new edition continues to help students master the many techniques needed to reach a variety of audiences in today's digital age. The text thoroughly integrates new communication technologies--the Internet, Webcasting, etc.--and shows students the many techniques currently in use to reach a variety of audiences. Clearly written and well-organized, this book emphasizes the nuts and bolts of writing, producing, and distributing public relations materials through traditional and social media. The author provides step-by-step procedures illustrated by examples from actual campaigns to engage today's students. This text also serves as an invaluable resource for public relations practitioners in the field."--Publisher's website.

Public Relations Writing: Principles in Practice is a comprehensive core text that guides students from the most basic foundations of public relations writing-research, planning, ethics, organizational culture, law, and design-through the production of actual, effective public relations materials. The Second Edition focuses on identifying and writing public relations messages and examines how public relations messages differ from other messages.

The all-new edition of this popular handbook features those public relations and publicity documents most called for in on-the-job situations. Author Tom Bivins tackles all aspects of public relations and publicity writing and shows you how to produce attention-getting print and broadcast press releases, PSA's newsletters, magazines, brochures, annual reports, and speeches.

Public Relations Writing and Media Techniquesis the most comprehensive and up-to-date PR writing text available, with real-world examples of outstanding work by public relations professionals. The text thoroughly integrates new communication technologies2the Internet, Webcasting, etc.2and shows students the many techniques currently in use to reach a variety of audiences. Clearly written and well-organized, this book places emphasis on the nuts and bolts of daily work in public relations, giving students step-by-step procedures for creating and distributing a variety of successful public relations materials. An engaging and highly effective text for students,Public Relations Writing and Media Techniquesis also an invaluable resource for public relations practitioners.

Developed for advanced students in public relations, Cases in Public Relations Management uses recent cases in public relations that had outcomes varying from expected to unsuccessful. The text challenges students to think analytically, strategically, and practically. Each case is based on real events, and is designed to encourage discussion, debate, and exploration of the options available to today's strategic public relations manager. Key features of this text include coverage of the latest controversies in current events, discussion of the ethical issues that have made headlines in recent years, and strategies used by public relations practitioners. Each case has extensive supplemental materials taken directly from the case for students' further investigation and discussion. The case study approach encourages readers to assess what they know about communication theory, the public relations process, and management practices, and prepares them for their future careers as PR practitioners. New to the second edition are: 27 new case studies, including coverage of social media and social responsibility elements New chapters on corporate social responsibility (CSR) and activism End-of-chapter exercises Embedded hyperlinks in eBook Fully enhanced companion website that includes: Instructor resources: PowerPoint presentations, Case Supplements, Instructor Guides Student resources: Quizzes, Glossary, Case Supplements

Now in its sixth edition, Political Campaign Communication provides a realistic understanding of the strategic and tactical communication choices candidates and their staffs must make as they wage an election campaign. Trent and Friedenberg's classic text has been updated throughout to reflect recent election campaigns, including 2004 and 2006 as well as the early stages of 2008. A new chapter focuses on the use of the Internet. Political Campaign Communication continues to be a classroom favorite—a thoroughly researched, insightful, and reader-friendly text.

Primarily using PUBLIC RELATIONS Society of America award-winning cases, PUBLIC RELATIONS CASES, Ninth Edition, presents a clear theoretical grounding in the major areas of public relations. Using the ROPE process model (Research, Objectives, Programming, and Evaluation), the authors keep students focused on the strategic elements of exemplary communications campaigns. The case studies provide glimpses into best practices for public relations campaigns as recognized by professionals in the field. The cases all use a strategic communications model, where clearly defined objectives are based on sound research and good audience analysis, followed by creative tactics that are evaluated for their effectiveness. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

First published in 2004, Routledge is an imprint of Taylor & Francis, an informa company.

Learn how political marketing and public relations affect the electoral process! Communication of Politics: Cross-Cultural Theory Building in the Practice of Public Relations and Political Marketing examines how communication and marketing experts influence politics. The book reviews the state of the art in political communication management and marketing through a cross-cultural integration of research and theoretical approaches. An international panel of authors presents a comparative assessment of the impact of candidate and party appeals on the electorate, examines case studies from elections in the United States and Europe, and offers innovative models of voter behavior in the United States, Poland, and Slovenia. Communication of Politics provides valuable insights into the merger of political marketing and public relations. The book examines the cause and effect of the increasing role of communications professionals in the political process and documents the relationship between politicians and communications professionals working in electoral committees, political parties, governments, government agencies, consultancies, and polling agencies. Topics addressed by the international panel of scholars and practitioners include: a critical assessment of strategies used in the 2000 United States Presidential election branding as a means of establishing party values and winning support the expanding roles of polls, focus groups and Internet-based research on elections the relationship between foreign affairs/diplomacy and media/public relations Quangos (Quasi-Autonomous Non-Governmental Organizations) and much more! Communication of Politics: Cross-Cultural Theory Building in the Practice of Public Relations and Political Marketing examines the innovative—and sometimes controversial—uses of contemporary electoral marketing. The book is an essential resource for academics, journalists, and political practitioners, including campaign managers, charity fundraisers, public service managers, party-policy-makers—even candidates.

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