

Public Relations: Strategies And Tactics, 9/E

Public Relations Planning

Public Relations: Strategies and Tactics

REVEL for Public Relations

Public Relations Strategies and Tactics Pearson

Using real-life case studies, **Public Relations: Strategies and Tactics** helps readers better understand the basic concepts, strategies, and tactics practiced in public relations today. The book presents an engaging and comprehensive overview of the principles, concepts, and methods of public relations. Its systematic approach combines fundamental concepts with numerous real-life case studies, helping readers relate theory to actual practice. Special emphasis is given to ethics, international public relations, and technology's growing impact on the field. Comprehensive and up-to-date, this best-seller shows how public relations plays a vital role in today's global economy and the public discussion of contemporary issues. Designed for anyone interested in public relations, journalism, communication, and business.

Updated in a 10th edition, **Public Relations: Strategies and Tactics, Tenth Edition**, clearly explains to students the basic concepts, strategies, and tactics of today's public relations practice. This comprehensive text is grounded in scholarship and includes references to landmark studies and time-honored public relations techniques. The tenth edition emphasizes the application of the Internet and social media for programs and campaigns.

Public Relations Strategies and Tactics addresses contemporary public relations approaches and equips students with knowledge and information about relevant theoretical frameworks and strategies for modern communication. The anthology features diverse viewpoints and carefully selected readings to offer students an understanding of public relations. This anthology lays out critical theories and definitions with select readings to introduce students to concepts in mass media, communication theory, and strategic communication. Additional sections explore subjects that encompass public relations planning and research, mass media channels, social media channels, and crisis communications. Students read selections about mass communication topics including ethics, copyright and trademark law, and persuasive writing. The anthology concludes by presenting readers with a compelling case study to demonstrate public relations in action. **Public Relations Strategies and Tactics** is an excellent resource for introductory courses in public relations, mass media, and communications.

The Public Relations Handbook

Planning and Managing Public Relations Campaigns

Public Relations Campaigns

The Essential Guide to Success in Corporate and Public Affairs

Digital, Global, and Socially Responsible Communication

Public Relations Strategies and Tactics

Engaging Employees through Strategic Communication provides a detailed overview of employee communication and its evolution as a tool to drive employee engagement and successful change management. Approaching the subject with the philosophy that internal audiences are essential to the success of any strategic communication plan and business strategy—particularly as they relate to driving change—Mark Dollins and Jon Stemmle give readers a working knowledge of employee communication strategies, skills, and tactics in ways that prepare students for careers in this rapidly expanding field. Providing the tools necessary to evaluate the impact of successful employee communication campaigns, they put theory and cutting-edge research into action with practical examples and case studies sourced from award-winning entries judged as best-in-class by the International Association of Business Communicators (IABC), the Public Relations Society of America (PRSA), PRWeek, and PRNews. The book is ideal for undergraduate and graduate students in internal, corporate, or employee communication courses and will be a useful reference for practitioners who want to understand how to carry out effective employee communication engagement and change-management campaigns.

Discovering Public Relations introduces students to the field of PR in a practical, applied, and hands-on way that prepares them for the modern workplace. Author Karen Freberg guides students through the evolution of contemporary PR practices with an emphasis on social media, digital communication, creativity, and diversity. Understanding that innovation alone can't create success, Freberg shows students how to use, choose, and implement evidence-based practices to guide their strategic campaigns. The text will transform today's students into tomorrow's successful PR professionals by giving them the tools to think creatively, innovate effectively, and deploy research-backed tactics for successful campaigns.

Public Relations Planning provides students with an in-depth understanding of the steps involved in planning and executing a successful PR campaign. Taking a strategic approach to the subject, the author brings years of practical experience to the project, helping students see how it all fits together in reality. The book goes beyond an introductory discussion of the theory of PR planning, incorporating material from cutting-edge research in the field. A discussion of the psychological aspects of communication, material on in-house/employee communication, as well as a chapter dedicated to discussing how social media strategies fit into a PR campaign, give students a real edge when it comes to executing an effective campaign. Plenty of global examples and a companion website featuring PowerPoint slides, a test bank, and answer key for end-of-chapter questions round out this excellent resource for students of public relations and corporate communication.

Books à la Carte are unbound, three-hole-punch versions of the textbook. This lower cost option is easy to transport and comes with same access code or media that would be packaged with the bound book. This Package Contains: MyCommunicationLab with E-Book Student Access Code Card and Public Relations: Strategies and Tactics, Books a la Carte Edition Updated in a 10th edition, Public Relations: Strategies and Tactics, Tenth Edition, clearly explains to students the basic concepts, strategies, and tactics of today's public relations practice. This comprehensive text is grounded in scholarship and includes references to landmark studies and time-honored public relations techniques. The tenth edition emphasizes the application of the Internet and social media for programs and campaigns.

Pitch, Tweet, or Engage on the Street

Introduction to Strategic Public Relations

Primer of Public Relations Research, Third Edition

Cengage Advantage Books: Strategic Public Relations: An Audience-Focused Approach

Cases in Public Relations Strategy

Public Relations

Clearly explains the basic concepts, strategies, and tactics of today's public relations practice **Public Relations: Strategies and Tactics** uses real-world case studies and examples to explain the basic concepts and theory behind modern public relations practice. This comprehensive text is grounded in scholarship and includes references to landmark studies and time-honored public relations techniques. The writing is geared to undergraduates, and many colorful charts and photos are used to enhance major concepts.

Strategic Public Relations has been produced as a core book for what will become a series of second generation books treating public relations as a new, and separate discipline which has strategic implications for the whole business. Written primarily for senior executives and PR practitioners, **Strategic Public Relations** also serves students and young executives, covering such topics as: corporate goals and strategies; marketing communications; financial public relations; employee and local community relations; parliamentary and EU relations; building an international reputation; corporate advertising; sponsorship and media relations; communications research and corporate responsibility. All of the 16 contributors to this book, in addition to being recognised authorities in their fields, are senior practitioners. They will broaden your business horizons by showing you that corporate relations, if done properly, will lead to improved efficiency, improved competitive performance and, ultimately, to greater profit.

In this updated edition of the successful **Public Relations Handbook**, a detailed introduction to the theories and practices of the public relations industry is given. Broad in scope, it; traces the history and development of public relations, explores ethical issues which affect the industry, examines its relationships with politics, lobbying organisations and journalism, assesses its professionalism and regulation, and advises on training and entry into the profession. It includes: interviews with press officers and PR agents about their working practices case studies, examples, press releases and illustrations from a range of campaigns including Railtrack, Marks and Spencer, Guinness and the Metropolitan Police specialist chapters on financial public relations, global PR, business ethics, on-line promotion and the challenges of new technology over twenty illustrations from recent PR campaigns. In this revised and updated practical text, Alison Theaker successfully combines theoretical and organisational frameworks for studying public relations with examples of how the industry works in practice.

This challenging book reflects the intense discussion that is taking place on the nature of public relations and how it develops and supports management strategy. It links models and theories of strategic management to the PR function and discusses how globalization and the Internet are changing organizational PR strategy. This new and updated version of **Public Relations Strategy** explains how PR lies at the heart of sound, ethical corporate communication as a core strategic management function. The new edition explores the following topics: - PR as strategic and issues management - the governance role of PR within organizations - attaining and maintaining reputation - internal communication as PR strategy - online/offline media relations - research matters: exploration and evidence - managing ethics and evaluation in PR programming Including many new international case studies, this fully updated, third edition of **Public Relations Strategy** is a useful addition to the thinking practitioner's library, and an invaluable learning tool for students undertaking examinations in PR and related disciplines.

Communication and Reputation Management in the Digital Age

Public Relations Strategies and Tactics (First Edition)

The Science of Selling

Strategies and Tactics

THINK Public Relations

The digital revolution has caused a seismic shift in the PR industry. It's altered every corner of the industry, bringing challenges and opportunities in equal measure. This book describes where we've been, where we are and where we're going. It's a manual for practitioners looking for guidance and ideas on how best to navigate this changing space.

REVEL(tm) for **Public Relations: Strategies and Tactics** uses real-world case studies and examples to explain the basic concepts and theory behind modern public relations practice. Authors Dennis Wilcox, Glen Cameron, and Bryan Reber reference landmark studies and time-honored public relations techniques throughout. The writing is geared to undergraduates, and many colorful charts and photos enhance major concepts. **REVEL** is Pearson's newest way of delivering our respected content. Fully digital and highly engaging, **REVEL** offers an immersive learning experience designed for the way today's students read, think, and learn. Enlivening course content with media interactives and assessments, **REVEL** empowers educators to increase engagement with the course, and to better connect with students. NOTE: **REVEL** is a fully digital delivery of Pearson content. This ISBN is for the standalone **REVEL** access card. In addition to this access card, you will need a course invite link, provided by your instructor, to register for and use **REVEL**.

Public Relations Campaigns: An Integrated Approach introduces you to the process of creating public relations campaigns using a hands-on approach that emphasizes the tools you will need when working in the industry. Authors Regina M. Luttrell and Luke W. Capizzo present real examples and current case studies to help you develop practical skills for creating more effective PR campaigns. You are given multiple opportunities to practice and build your skills throughout the book by learning how to incorporate the **PESO model**—Paid media, Earned media, Social media, and Owned media. The **PESO** model helps students understand the importance of creating integrated campaigns that coordinate PR efforts with both advertising and marketing. Key Features The book offers a timely focus on the **PESO** model and its use in integrated campaigns, providing students with an understanding of today's best practices in PR. Numerous case studies and exercises throughout the book aid in a deeper understanding of how research, perspective, and insights can be leveraged in public relations campaigns. Real-world information including sample PR plans with budgets prepare students for success in their future careers.