

Cases In Public Relations Management The Rise Of

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.

The Routledge Handbook of Strategic Communication provides a comprehensive review of research in the strategic communication domain and offers educators and graduate-level students a compilation of approaches to and studies of varying aspects of the field. The volume provides insights into ongoing discussions that build an emerging body of knowledge. Focusing on the metatheoretical, philosophical, and applied aspects of strategic communication, the parts of the volume cover: • Conceptual foundations, • Institutional and organizational dimensions, • Implementing strategic communication, and • Domains of practice An international set of authors contributes to this volume, illustrating the broad arena in which this work is taking place. A timely volume surveying the current state of scholarship, this Handbook is essential reading for scholars in strategic communication at all levels of experience.

Reputation is becoming an imperative business function that influences strategic decisions including the direction of a business plan and how an organization should be communicating with its stakeholders and publics. It is crucial for an organization to measure public relations outputs and outcomes as well as measuring established and developing relationships. Reputation Management Techniques in Public Relations is a critical scholarly resource that examines public relations strategies, such as employing media plans, determining communication channels, setting objectives, choosing the right promotional programs and message strategies, budgeting and assessing the overall effectiveness of a company's public relations strategy. Featuring coverage on a broad range of topics, such as brand and customer communications, corporate social responsibility, and leadership, this book is geared towards practitioners, professionals, and scholars seeking current research on reputation management.

Cases in Public Relations Strategy draws on original, real-world case studies to provide students with a strategic approach to meeting the needs of a client before, during, and beyond a campaign. Using the RACE (Research, Action Planning, Communication, and Evaluation) model, students explore successful contemporary campaigns and evaluate best practices in all major areas of public relations activity. This practical, client-oriented text shows students how to systematically evaluate and adapt to the needs of a particular client—whether big or small, global or local, for-profit or nonprofit—in order to launch the most effective campaign. Each case includes a brief introduction focused on fundamentals and core competencies, and all cases have been carefully selected to present a wide range of client types. In addition to the lessons from professionals in the case studies, a section on PR consulting and an appendix on advancing your PR career give students the knowledge and skills they need for success in the field. Give your students the SAGE edge! SAGE edge offers a robust online environment featuring an impressive array of free tools and resources for review, study, and further exploration, keeping both instructors and students on the cutting edge of teaching and learning. Learn more at edge.sagepub.com/stjohn.

A Practical Approach

Political Public Relations

Lasting Concepts for Changing Media

Public Relations Theory

Public Relations Campaigns

A Strategic Approach

This book provides an executive overview of the field of public relations with a focus on what managers need to know to master the function quickly and effectively. The authors bring to bear on the topic of public relations management our research and academic knowledge in the areas of business management and strategy, mass communication, marketing, public relations, organizational communication, journalism, ethics, and public opinion along with years of professional experience in managing public relations.

Each consumer now has the power to be a journalist, reviewer, and whistle blower. The prevalence of social media has made it possible to alter a brand's reputation with a single viral post, or spark a political movement with a hashtag. This new landscape requires a strategic plasticity and careful consideration of how the public will react to an organization's actions. Participation in social media is mandatory for a brand's success in this highly competitive online era. Managing Public Relations and Brand Image through Social Media provides the latest research and theoretical framework necessary to find ease in the shifting public relations and reputation management worlds. It provides an overview of the tools and skills necessary to deftly sidestep public affronts and to effectively use online outlets to enhance an organization's visibility and reputation. This publication targets policy makers, website developers, students and educators of public relations, PR and advertising professionals, and organizations who wish to better understand the effects of social media.

Rich in scholarly foundations combined with actual practice, Public Relations Online: Lasting Concepts for Changing Media connects the social and technological forces that are changing public relations. Using plain-talk discussion of theory and research, this book helps readers identify how lasting concepts for effective public relations can be applied in a changing media environment, and how a changing media environment affects the practice of effective public relations.

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.

Building and Defending your Brand in the PRC

Public Relations Case Studies from Around the World (2nd Edition)

A Manager's Guide To PR Projects

Digital, Global, and Socially Responsible Communication

Managerial Case Studies and Problems

Public Relations in China

Ethics in Public Relations: Responsible Advocacy is the first book to identify universal principles of responsible advocacy in public relations. In this engaging book, editors Kathy Fitzpatrick and Carolyn Bronstein bring together prominent authorities in the field to address theoretic and practical issues that illustrate the broad scope and complexity of responsible advocacy in 21st-century public relations.

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.

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

A Manager's Guide to PR Projects picks up where classic public relations textbooks leave off. It provides hands-on guidance in planning the preliminary research for a public relations project and creating a plan to achieve specific goals, guiding the reader through managing the project's implementation. It contains worksheets that can be used for a visual representation of the planning process for both student edification and presentation to clients. The book is designed as a user-friendly guide to take the reader through the four-step public relations planning process from a number of vantage points. Intended as a learning tool for use in both the class and beyond, this book's approaches are based on real experiences in the management of communications projects designed to meet organizational goals through achieving public relations objectives.

The Routledge Handbook of Strategic Communication

Strategic Writing

Cases in Stakeholder Management

An Integrated Approach

Strategic Issues Management

A Practical Guide for the Profession

In this pithy yet compact book, David Wolf, provides business owners and PR practitioners with a roadmap to corporate credibility in China. Laced with thoughtful advice and braced with illustrative cases, Public Relations in China strips out the jargon and offers something rare: a practical handbook for building and defending a brand in China.

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, Video Clips, Case Supplements, Instructor Guides Student resources: Quizzes, Glossary, Case Supplements

Today's Public Relations: An Introduction is a comprehensive text that features all aspects of public relations with specific sensitivity to the message strategies that challenge practitioners to be successful, yet ethical. In this book, authors Robert L. Heath and W. Timothy Coombs redefine the teaching of public relations by discussing its connection to mass communication while linking it to its rhetorical heritage. The text features coverage of ethics, research, strategy, planning, evaluation, media selection, promotion and publicity, crisis communication, risk communication, and collaborative decision making as ways to create, maintain, and repair relationships between organizations and the persons who can affect their success.

This second edition of Erica Weintraub Austin and Bruce E. Pinkleton's popular text, Strategic Public Relations Management, helps readers move from a tactical public relations approach to a strategic management style. Building on the first edition, it demonstrates skillful use of research and planning techniques, providing updated research methods that make use of the Internet and programs aiding data entry and analysis. This version also expands its focus to communication program planning more broadly. Chapters in the book cover such critical topics as: *creating a framework for planning; *identifying the elements of a campaign; *determining research needs and developing the research plan; *gathering useful data for strategic guidance; *making research decisions; and *applying theory to professional practice. This book is valuable as a text in public relations management and communication campaigns courses, while also serving as a reference for practitioners. It introduces readers to the tools necessary for developing and presenting comprehensive, effective, and accountable public relations plans, ensuring they are well prepared for managing and executing communication

campaigns.

Public Relations Writing Worktext

Multimedia Writing for Public Relations, Advertising, and More

The Practice of Government Public Relations

Becoming a Public Relations Writer

Planning and Managing Public Relations Campaigns

Introduction to Strategic Public Relations

Winner of the 2021 National Communication Association PRIDE award in the 'Outstanding Textbook' category! Explore a wide range of theoretical frameworks and themes for public relations in this comprehensive and authoritative work

Public Relations Theory: Capabilities and Competencies is a comprehensive overview of the major theoretical perspectives in public relations, considering the evolution, diversification and merger of approaches that have been spurred by rapid changes in society, cultural boundaries, technology, and media environments. Authors Jae-Hwa Shin and Robert Heath explain both organizational and social theories of public relations, including cases and challenges to help students bring theory and research to bear on solving the daily challenges of public relations practice. Rather than advocate in favor of a particular theoretical view or position, **Public Relations Theory: Capabilities and Competencies** covers a broad range of theoretical perspectives and themes in public relations, including: An examination of excellence theory, contingency theory, rhetorical theory, and critical theory as these perspectives apply to public relations Issues management, crisis management, risk management and conflict management with respect to public relations Combining theory and practice for conceptualization and strategic execution of robust public relations programs and campaigns The importance of public relations ethics to serve the public good How to define “the public” or “relationships” in the field of public relations The book closes with discussion of emerging topics and the recent transformation of public relations theory to take diversity, technology, and global identity into account and offers insight into future direction. This book is perfect for upper level undergraduate and graduate students of public relations in journalism and communication. It will also be useful for public relations practitioners who hope to improve their understanding of the theoretical background and principles of their work and serve as an excellent reference for doctoral students and researchers in the area.

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.

Strategic Issues Management explores the strategic planning options that organizations can employ to address crucial public policy issues, engage in collaborative decision making, get the organization's "house" in order, engage in tough defense and smart offense, and monitor opinion changes that affect public policy. In this fully updated Second Edition, authors Robert L. Heath and Michael J. Palenchar offer practical, actionable guidance that readers can apply to organizations from large Fortune 500 companies to nongovernmental organizations and start-up high tech companies. Aimed at students of public relations, this second edition provides practical writing instruction for those preparing to enter the public relations profession. It uses a process approach to address a variety of writing formats and circumstances.

Today's Public Relations

Strategic Public Relations

Organizations and Public Policy Challenges

Strategic Planning for Public Relations

The Rise of Social Media and Activism

Public Relations Online

This unique collection of contemporary international public relations case studies gives the reader in-depth insight into effective public relations practice in a range of organizational contexts. The cases demonstrate the breadth of modern public relations practice and the increasing importance and sophistication of this function both in public and private sector organizations. This second edition of Public Relations Cases builds on the success of the previous edition to offer new insights into the changing face of contemporary public relations and the development of PR and communication strategies. The book also examines: The use of social media and blogging as a communications medium The growing importance of corporate social responsibility programmes Local authority identity change High profile international charitable fundraising Sports sponsorship Property sector PR. Featuring cases from around the world,

including the UK, India, Korea, Denmark, Croatia and the US, this book is an invaluable resource for teachers, researchers and students working in public relations, corporate communication and public affairs.

The second edition of Political Public Relations offers an interdisciplinary overview of the latest theory and research in the still emerging field of political public relations. The book continues its international orientation in order to fully contextualize the field amidst the various political and communication systems today. Existing chapters have been updated and new chapters added to reflect evolving trends such as the rise of digital and social media, increasing political polarization, and the growth of political populism. As a singular contribution to scholarship in public relations and political communication, this volume serves as an important catalyst for future theory and research. This volume is ideal for researchers and courses at the intersection of public relations, political communication, and political science.

Winner of the 2019 Textbook & Academic Authors Association's The Most Promising New Textbook Award How can public relations play a more active role in the betterment of society?

Introduction to Strategic Public Relations: Digital, Global, and Socially Responsible

Communication prepares you for success in today's fast-changing PR environment. Recognizing that developments in technology, business, and culture require a fresh approach, Janis T. Page and Lawrence Parnell have written a practical introductory text that aligns these shifts with the body of knowledge from which the discipline of public relations was built. Because the practice of public relations is rooted in credibility, the authors believe that you must become ethical and socially responsible communicators more concerned with building trust and respect with diverse communities than with creating throwaway content. The authors balance this approach with a focus on communication theory, history, process, and practice and on understanding how these apply to strategic public relations planning, as well as on learning how to create a believable and persuasive message. Key Features Chapter-opening Scenarios capture your attention by discussing current PR challenges—such as the Wells Fargo cross-selling, VW emissions cover-up, and P&G's "Like a Girl" campaign—and thus frame the chapter content and encourage active reading. At the end of the chapter, you explore various aspects of socially responsible communication to "solve" the PR challenge. Socially Responsible Case Studies in each chapter illustrate the key responsibilities of a modern public relations professional such as media

relations, crisis communications, employee communications, applied communications research, and corporate and government-specific communications. Each case features problem-solving questions to encourage critical thinking. Social Responsibility in Action boxes feature short, specific social responsibility cases—such as Universals' #NoFoodWasted, Nespresso in South Sudan, and Merck's collaboration with AIDS activists—to highlight best practices and effective tactics, showing the link between sound public relations strategy and meaningful social responsibility programs. Insight boxes spark classroom discussion on particularly important or unique topics in each chapter. Personality Profile boxes will inspire you with stories from PR veterans and rising stars such as the U.S. CEO of Burson-Marsteller, the Chief Communication Officer of the United Nations Foundation, and the Executive VP at HavasPR.

As the media grows more ruthless, the role of public relations has become increasingly complex and critical. Savvy businesspeople know that how a company conveys and maintains its image has never been more important or more challenging. The Handbook of Strategic Public Relations & Integrated Communications is the definitive guide for communications professionals. Featuring the expertise of the world's foremost public relations and marketing authorities, it is the first book of its kind to combine the art and science of marketing, public relations and communications in one single resource. An indispensable reference guide to the best practices in every industry, this handbook features more than 40 information-packed chapters authored by the best minds in the business and covers cutting-edge tips, topics and techniques such as: Crisis management Marketing public relations Client-agency relationships Environmental public relations High-tech PR And more!

Planning and Managing Effective Communication Programs

Public Relations Cases

Application and Understanding

Qualitative Research Methods in Public Relations and Marketing Communications

Responsible Advocacy

Two commissions within the Public Relations Society of America have recently defined courses in case-study analysis, research methods, and behavioral-science theory as central to an acceptable public relations curriculum. To date, these three "streams" within PR education have run independently of each other. The authors produced this volume because they

believe that there is a growing demand for an integrative "applied theory" approach to the study of public relations cases. The need for PR professionals to study the social, political, and economic contexts of public relations carefully had been apparent for some time as issues management and environment scanning emerged as focal points of modern public relations. Yet there was no systematic framework for such study. This volume, however, with its strong foundation in theory, provides just that framework and is highly suitable for graduate-level courses in public relations.

In its third edition, Strategic Writing emphasizes the strategic, goal-oriented mission of high-quality media and public relations writing with clear, concise instructions for more than 40 types of documents. This multidisciplinary text covers writing for public relations, advertising, sales and marketing, and business communication. Featuring a spiral binding, numerous examples and a user-friendly "recipe" approach, Strategic Writing is ideal for public relations writing classes that include documents from other disciplines.

The emergence of relationship management as a paradigm for public relations scholarship and practice necessitates an examination of precisely what public relations achieves -- its definition, function and value, and the benefits it generates. Promoting the view that public relations provides value to organizations, publics, and societies through relationships, Public Relations as Relationship Management takes a in-depth look at organization-public relationships and explores the strategies that can be employed to cultivate and maintain them. Expanding on the work published in the first edition, this thoroughly up-to-date volume covers such specialized areas of public relations as non-profit organizations, shareholder relations, lobbying, employee relations, and risk management. It expands the reader's ability to understand, conceptualize, theorize, and measure public relations through the presentation of state-of-the-art research and examples of the use of the relationship paradigm. Developed for scholars, researchers, and advanced students in public relations, Public Relations as Relationship Management provides a contemporary perspective on the role of relationships in public relations, and encourages further research and study.

Intended for a junior/senior level course in Public Relations, this case study textbook takes a different approach to teaching students about the public relations world. Most case study

textbooks deconstruct prize-winning campaigns that show one path to meeting a challenge or an opportunity. Cases in Public Relations Management uses recent cases with outcomes that weren't always successful and challenges students to think analytically, strategically and practically. Each case is designed to encourage discussion, debate and exploration of the options available to the strategic public relations manager today.

Theory and Cases

An Introduction

Reputation Management Techniques in Public Relations

Cases in Public Relations Management

Capabilities and Competencies

Managing Public Relations and Brand Image through Social Media

Communication and relationships sit at the centre of our hyper-connected lives, and their effective management is a strategic necessity for all organisations today. As the communication and public relations industries continue to grow globally, they offer a dynamic career for those with the right skills and knowledge. Jane Johnston and Leanne Glenny show how strategic communication and public relations plug into the social, economic and political world, creating crucial links between organisations and people. They explain how communication professionals build partnerships, motivate and engage stakeholders, manage content, media and planning, develop reputations, and troubleshoot crisis communication. Strategic Communication is a complete introduction to the fundamentals of communication and public relations for the next decade. It presents innovative and creative approaches to deliver 100 tools and tactics, over 30 theories and models, and three levels of strategy that underpin successful communication. The authors include examples from around the world, from private sector, public sector and not for profit organisations.

Applied Public Relations provides readers with the opportunity to observe and analyze how contemporary businesses and organizations interact with key groups and influences. Through the presentation of cases covering a wide variety of industries, locations, and settings, authors Kathy Brittain McKee and Larry F. Lamb examine how real organizations

develop and maintain their relationships, offering valuable insights into contemporary business and organizational management practices. McKee and Lamb place special emphasis on public relations as a strategic management function that must coordinate its planning and activities with key organizational units - human resources, marketing, legal counsel, finance, and operations, among others. A commitment to the ethical practice of public relations underlies the book, and students are challenged not only to assess the effectiveness of the practices outlined, but also to understand the ethical implications of those choices. This second edition includes the following key features: New and updated cases Additional Professional Insight commentaries Expanded use of charts and photos An appendix with the PRSA Member Code of Ethics and the IABC Code of Ethics for Professional Communicators A companion website with resources for the student and the instructor. With its practical orientation and scope, Applied Public Relations is a useful text for courses on public relations management, public relations cases and campaigns, and integrated communication management.

Public Relations Writing Worktext provides the fundamental knowledge and the basic preparation required for the professional practice of public relations writing. This textbook introduces readers to public relations and writing, providing an overview of the four-step public relations process in addition to defining and detailing the writing activities involved. It presents in-depth information on the writing formats and approaches used in implementing strategic public relations plans, and offers instruction for developing all types of writing assignments, starting with memos, proposals, and news releases, and moving on to the more complex tasks of advocacy writing, newsletters, crisis planning, and online communication. Examples accompany the discussions, providing guidance and structure for the varied writing activities. Retaining the approach of the second edition, this text incorporates numerous changes and updates, making it suitable for use as a primary course text. Updates include: increased focus on writing for the web, blogs, and electronic media, including information on writing social media releases and a new chapter entitled "New and Social Media" a new planning outline to help writers develop more effective messages expanded checklists for writers to reference when working

on assignments additional examples of effective public relations writing by leading companies in a variety of organizational settings, including Mattel, UPS, Burger King, Sara Lee, Xerox, Frito-Lay, and many more new assignments based on topics, issues and problems that public relations professionals in all sectors face today restructured content for improved writing flow and consistency full instructor manual available at www.routledge.com/textbooks/zappala Authors Joseph M. Zappala and Ann R. Carden offer a clear and engaging introduction to the writing activities involved in public relations practice, resulting in a valuable resource for professionals as well as a practical classroom text for students planning careers in public relations.

Cases in Public Relations Management The Rise of Social Media and Activism Routledge

The Public Relations Handbook

Social, Political, and Economic Contexts in Public Relations

Applied Public Relations

Ethics in Public Relations

Public Relations Practices

Public relations at work

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.

Public Relations: A Management Function makes the point that the work of public relations is part of the management of the entire organization, be it a business, nonprofit or government entity. In other words, savvy public relations professionals should work to help CEOs and others in the "C-suite" to accomplish their broader organizational goals. In addition to traditional management tools, government administrators require a fundamental understanding of the tools available to address the ever-changing context of government communications. Examining the ins and outs of the

regulations influencing public information, *The Practice of Government Public Relations* unveils novel ways to integrate cutting-edge technologies—including Web 2.0 and rapidly emerging social media—to craft and maintain a positive public image. Expert practitioners with extensive government communications experience address key topics of interest and provide an up-to-date overview of best practices. They examine the specifics of government public relations and detail a hands-on approach for the planning, implementation, and evaluation of the wide-ranging aspects of government public relations—including how to respond during a crisis. In addition to the tools provided on the accompanying CD-ROM, most chapters include a Best Practice Checklist to help you successfully utilize the communication strategies outlined in the book. Focusing on the roles of government managers enacting policies adopted by elected officials and politicians, this book is ideal for program managers seeking innovative and inexpensive ways to accomplish their programs' missions. While no manager can be an expert in all aspects of public administration, this book helps you understand the external communications tools available to advance the mission and results of your agency.

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

An Overview of the Public Relations Function

Public Relations As Relationship Management

Strategic Public Relations Management

The Handbook of Strategic Public Relations and Integrated Communications

A Management Function

Strategic Communication

The case studies in this book, many of which have won national or international awards, represent an impressive scope of public relations practice - from public diplomacy to corporate social responsibility to community relations to tourism to fundraising. They include best practices of multinational corporations, non-governmental organizations and governmental agencies around the world.

The comprehensive guide to applied PR theory in the 21st century *Public Relations Theory* explores the central principles and theoretical components of public relations and their practical applications in actual situations. This informative text helps readers to understand the concepts, approaches, and perspectives of PR theory and learn development methods, implementation strategies, management techniques, and more. Chapters written by recognized experts on each topic provide readers with knowledge on how, when, and why appropriate theories are applied. Focusing on how organizations and individuals integrate theory in a public relations framework, each chapter explains one function, explores its potential challenges and opportunities, provides an example of the function in practice, and offers discussion questions and additional reading suggestions. Unique

in structure, this text arranges chapters by function, rather than theory, allowing readers to see how multiple theories can be applied to each public relations function and how theories can be used in different professional settings. Comprehensive treatment of topics including social and emerging media, globalization, public diplomacy, corporate and investor relations, and others ensures relevant and timely coverage of contemporary PR issues. Demonstrates how public relations theory is applied in real-world practice Illustrates how successfully applied public relations theories lead to positive outcomes Discusses the relevance of public relations with accessible and engaging language Offers multiple perspectives from leading international public relations scholars Includes pedagogical tools including chapter discussion questions, practical examples, tables, and suggested reading lists Public Relations Theory: Application and Understanding is suitable for instructors and graduate and advanced undergraduate students in courses on public relations theory, as well as practitioners seeking further knowledge on the most current developments in the field.

Getting a public relations campaign or programme off the ground can seem an overwhelming task. But, as with any project, the secret of success lies in good planning and effective management. This fully updated second edition of Planning and Managing Public Relations Campaigns provides a blueprint for all practitioners. It describes how to initiate and manage the ongoing development of a programme in a structured way to benefit both the organization and its clients. Practical and easy to read, the book takes the form of a step-by-step guide, covering many vital areas including: the public relations function; starting the planning process; research and analysis; setting objectives; strategy and tactics; timescales and resources; evaluation and review. Packed with numerous case studies, the book demonstrates a 10-point plan for ensuring successful campaigns and programmes. By using the techniques presented here, public relations practitioners will be able to drive events instead of being driven by them. Endorsed by the Institute of Public Relations, Planning and Managing Public Relations Campaigns is vital reading for students, practitioners or managers who want a definitive guide to the planning and management process.

A practical, highly accessible guide for novice researchers conducting qualitative research in public relations and marketing communications, this book guides the reader through all aspects of the research process.

A Writing Process Workbook for the Profession

International Perspectives

Cases in Public Relations Strategy

Public Relations

A Relational Approach To the Study and Practice of Public Relations

Concepts, Principles, and Applications