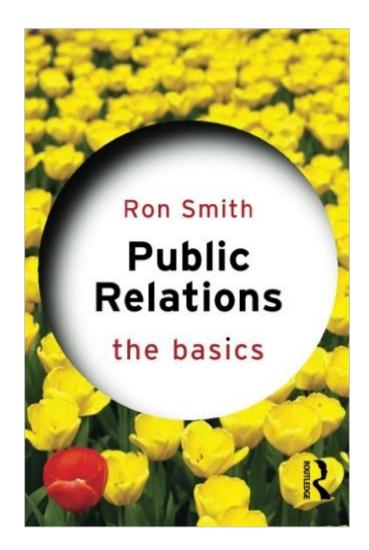
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# **Public Relations: The Basics**





## Synopsis

Public Relations: The Basics is a highly readable introduction to one of the most exciting and fast-paced media industries. Both the practice and profession of public relations are explored and the focus is on those issues which will be most relevant to those new to the field: The four key phases of public relations campaigns: research, strategy, tactics and evaluation. History and evolution of public relations. Basic concepts of the profession: ethics, professionalism and theoretical underpinnings. Contemporary international case studies are woven throughout the text ensuring that the book is relevant to a global audience. It also features a glossary and an appendix on first steps towards a career in public relations making this the book the ideal starting point for anyone new to the study of public relations.

### **Book Information**

Series: The Basics Paperback: 288 pages Publisher: Routledge (October 4, 2013) Language: English ISBN-10: 0415675839 ISBN-13: 978-0415675833 Product Dimensions: 5.1 x 0.6 x 7.8 inches Shipping Weight: 3.6 pounds (View shipping rates and policies) Average Customer Review: 5.0 out of 5 stars Â See all reviews (3 customer reviews) Best Sellers Rank: #107,565 in Books (See Top 100 in Books) #51 in Books > Business & Money > Marketing & Sales > Public Relations #97 in Books > Textbooks > Communication & Journalism > Media Studies #550 in Books > Politics & Social Sciences > Social Sciences > Communication & Media Studies

#### **Customer Reviews**

This is a very good book for those who want to gain knowledge of the Public Relations industry. It provides an overview of the key areas clearly and explains the concept in today's terms. Highly recommend it.

barely read it for class but decided to keep it around for my professional life. Great tips.

perfect for school

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