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Public Relations

By Averill Elizabeth Gordon

Oxford University Press. Paperback. Book Condition: new. BRAND NEW, Public Relations, Averill Elizabeth Gordon, This introduction to PR provides a grounding in fundamental theory and relates it to real-world practice. The standard chapter structure, with content presented in bite-sized chunks, allows students to navigate the text easily to organize their learning. The fresh approach and lively writing style provide an accessible text perfect for students new to the subject area. An introduction to the conceptual framework for the subject considers how public relations evolved and the major theories of PR and communications. The practical approach is then developed through exploration of how to develop a PR campaign using the tools of the trade. Finally, the book examines broader topics such as issues management and PR specialisms. Public Relations is written by a former practitioner who uses her experience to produce a wide range of 'Application to Industry' case studies to show real-life PR in action. Each chapter also features 'PR Tools' to demonstrate the effective use of a particular technique. Interviews with practitioners give insight into the operation of the PR industry and round-off the practical approach of the text. The book is accompanied by an Online Resource Centre, which...



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