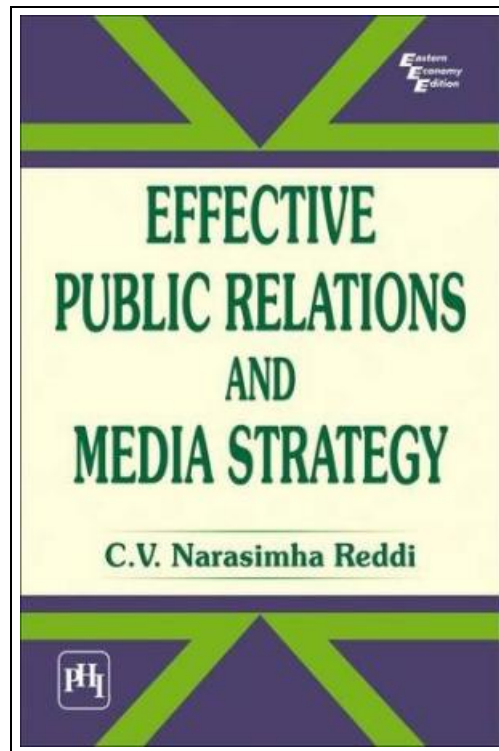


Effective Public Relations and Media Strategy



Filesize: 9.76 MB

Reviews

It is one of my personal favorite ebooks. I was able to comprehend everything using this created ebook. I am just pleased to tell you that here is the greatest ebook I have got read through within my own lifestyle and may be the finest publication for possibly.
(Timothy Johnson DVM)

EFFECTIVE PUBLIC RELATIONS AND MEDIA STRATEGY

[DOWNLOAD PDF](#)

PHI Learning, 2009. Softcover. Condition: New. First edition. This comprehensive book, written in an easy to understand language, aims at not only equipping the reader with the necessary tools for building a career in public relations but also assisting him or her in becoming an effective Public Relations Manager. The book strives to cater to the different areas of public relations such as public relations in banks, tourism, NGOs, public transport, municipal government, media, and global public relations. In this text, Professor Narasimha Reddi compresses within the covers of a single volume his many decades of teaching and professional experience. He gives a masterly exposition of the theory and best practices of the profession. Divided into five parts, the book gives a clear analysis of the multi-dimensional aspects of public relations and communication, practices, and the different public relations media. KEY FEATURES ? Provides teaching aids for easy understanding of the subject such as points to remember and review questions ? Gives Seven Case Studies that reflect employee relations, media relations, customer relations, and crisis management. These would greatly help students know the practical aspects of public relations. The book is primarily intended as a text for students of Public Relations, Journalism, Mass Communication, and Advertising. In addition, it should be of great benefit to the teaching community and public relations practitioners. CONTENTS: Preface Part One: PRINCIPLES OF PUBLIC RELATIONS AND COMMUNICATION 1 What is Public Relations? 2 Communication 3 Evolution of Public Relations 4 Principles of Public Relations 5 Strategic Public Relations 6 Public Relations Departments and Agencies Part Two: PUBLIC RELATIONS PRACTICE 7 Public Relations Process: Four Stages 8 Corporate Public Relations vs. Corporate Communications 9 Stakeholders? Relations 10 Crisis Management and PR 11 Public Relations in Government 12 Public Relations in Police, Banks, and Tourism 13 Public...

[Read Effective Public Relations and Media Strategy Online](#)[Download PDF Effective Public Relations and Media Strategy](#)

Other Books

**Read Write Inc. Phonics: Purple Set 2 Storybook 3 Big Blob and Baby Blob**

Oxford University Press, United Kingdom, 2016. Paperback. Book Condition: New. Tim Archbold (illustrator). 210 x 145 mm. Language: N/A. Brand New Book. These engaging Storybooks provide structured practice for children learning to read the Read...

[Save eBook »](#)

**Kingfisher Readers: What Animals Eat (Level 2: Beginning to Read Alone) (Unabridged)**

Pan Macmillan. Paperback. Book Condition: new. BRAND NEW, Kingfisher Readers: What Animals Eat (Level 2: Beginning to Read Alone) (Unabridged), Brenda Stone, For the first time, Kingfisher brings its expertise in beautifully-designed, trusted non-fiction to...

[Save eBook »](#)

**Public Opinion + Conducting Empirical Analysis**

SAGE Publications Inc, United States, 2011. Kit. Book Condition: New. Revised ed.. 279 x 217 mm. Language: English . Brand New Book. Public Opinion : One of the central tenets of a democracy is that...

[Save eBook »](#)

**Games with Books : 28 of the Best Childrens Books and How to Use Them to Help Your Child Learn - From Preschool to Third Grade**

Book Condition: Brand New. Book Condition: Brand New.

[Save eBook »](#)

**Games with Books : Twenty-Eight of the Best Childrens Books and How to Use Them to Help Your Child Learn - from Preschool to Third Grade**

Book Condition: Brand New. Book Condition: Brand New.

[Save eBook »](#)