



Public Relations

By Paul Baines, John Egan, Frank Jefkins

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Public Relations: contemporary issues and techniques offers a definitive guide to public relations management. It provides comprehensive analysis and explanation of a full range of modern PR techniques, spanning both inhouse and agency practice.

The text has involved fundamental restructuring and updating of existing material and the incorporation of the new techniques and strategies, for instance:

- * The use of multimedia techniques in PR
- * Overseas media and the globalization of media communications
- * The latest case examples - notably New Labour's rebranding and media management since 1997, government PR during the 2001 war against Afghanistan, and the 2002 football World Cup

The book presents the core strategies for successful PR combining this with indepth advice on implementation and the everyday techniques that every PR person needs to grasp.

With a range of new user-friendly textual features, the book's practical, how-to focus, wedded to firm theoretical analysis, makes it the ideal text for those studying for professionally accredited examinations such as the IPR, CAM and LCCI awards. It is also a useful aide-memoire for all practising PR professionals.

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Editorial Review

Review

I particularly enjoyed this book, as it provides a practical, as well as academic, insight into the public relations industry and what it takes to succeed within it.

With an ever-evolving media this book provides a very useful guide for those embarking on a career in the world of public relations. A world that has provided me with a fulfilling, challenging and exciting adventure for the past 40 years.

Max Clifford, Managing Director, Max Clifford Associates Public Relations.

About the Author

Frank Jeffkins was the author of the highly successful text, Public Relations Techniques, on which this book is based. He was highly regarded in the field of public relations, illustrated by his receipt of the Sir Stephen Tallents Medal from the Institute of Public Relations for 'exceptional achievement in, and contribution to, public relations practice'.

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Definitive and comprehensive exploration of PR techniques, including new multimedia and global practices.

Users Review

From reader reviews:

Maude Porter:

People live in this new time of lifestyle always try and must have the spare time or they will get lot of stress from both lifestyle and work. So , if we ask do people have spare time, we will say absolutely without a doubt. People is human not a robot. Then we ask again, what kind of activity do you possess when the spare time coming to a person of course your answer will unlimited right. Then ever try this one, reading books. It can be your alternative inside spending your spare time, the actual book you have read will be Public Relations.

Susan Hare:

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