



Public Relations: Strategies and Tactics, Study Edition (9th Edition)

By Dennis L. Wilcox, Glen T. Cameron

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Editorial Review

From the Back Cover

Designed to give your students the extra support they need to succeed in your classroom, our Study Edition of Wilcox's *Public Relations: Strategies and Tactics* offers perforated chapter practice tests at the end of the textbook that can be used as a study tool for students or as homework.

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Comprehensive and current, *Public Relations: Strategies and Tactics, Ninth Edition* helps students better understand the basic concepts, strategies, and tactics practiced in public relations today. *Public Relations: Strategies and Tactics* combines numerous real-life case studies with core theoretical to help students relate theory to the actual practice of public relations. This comprehensive text is grounded in scholarship and includes references to landmark studies and time-honored public relations techniques. Written in a disarming and accessible style, this edition focuses on the application of technology and encourages students to think about creative uses of new media.

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