



Effective Writing Skills for Public Relations

By John Foster

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To communicate effectively it is vital that our mode of communication is clear and concise. When conveying our message, the written word must contain all the elements of good writing - including style, sentence structure, choice of words and the way they are used - to ensure that the message is understood as intended. This fully updated edition is a hands-on, practical guide to writing style for students and others entering the PR industry. It will also be valuable for those already employed in the public relations profession and for those who earn their living using their writing skills.

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Editorial Review

About the Author

John Foster has a background in journalism and has held senior public relations posts with Pira International and the Institute of Practitioners in Advertising. He has written, edited and produced work ranging from house journals and books, to posters and brochures, plus speeches and presentations.

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