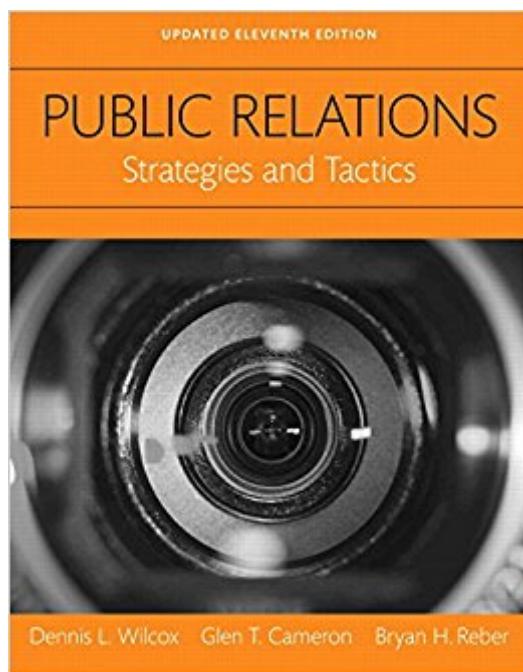


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Public Relations: Strategies And Tactics, Books A La Carte (11th Edition)



Synopsis

NOTE: This edition features the same content as the traditional text in a convenient, three-hole-punched, loose-leaf version. Books a la Carte also offer a great value—this format costs significantly less than a new textbook. Before purchasing, check with your instructor or review your course syllabus to ensure that you select the correct ISBN.  Clearly explains the basic concepts, strategies, and tactics of today's public relations practice  **Public Relations: Strategies and Tactics** uses real-world case studies and examples to explain the basic concepts and theory behind modern public relations practice. This comprehensive text is grounded in scholarship and includes references to landmark studies and time-honored public relations techniques. The writing is geared to undergraduates, and many colorful charts and photos are used to enhance major concepts.

Book Information

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Customer Reviews

This book is a great supplement to an introductory or intermediate college/university PR course. It is an easy read with great excerpts, contexts, and miscellaneous aspects that aid your reading and understanding. A lot of real-world examples are available which are most helpful to someone that has little experience in the real field. Furthermore, the book hits on very good points in an organized and structured manner. I liked the book so much that I have to decided to read into it further after my course has ended and study more of it for tips, suggestions, and practice.

Heavy on strategy and high-level principles. I wish there were more on tactics and their execution.

Very light on social media.

As promised. Studying for a certification. Good price.

One of my favorite books for my college classes this semester! Book came in looking new.

Nothing special about this book. Was purchased for a class. Has good information related to help anyone interested in Public Relations get a better understanding of it.

perfect condition and cheaper than the normal version (this is global but has no change from regular version)

I bought this in preparation for the APR test. It has a lot of good information and I use it regularly.

I am so happy with this book. It really made my semester. I am using it for teaching a PR class in Mexico, and it is just what I needed!!!!

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