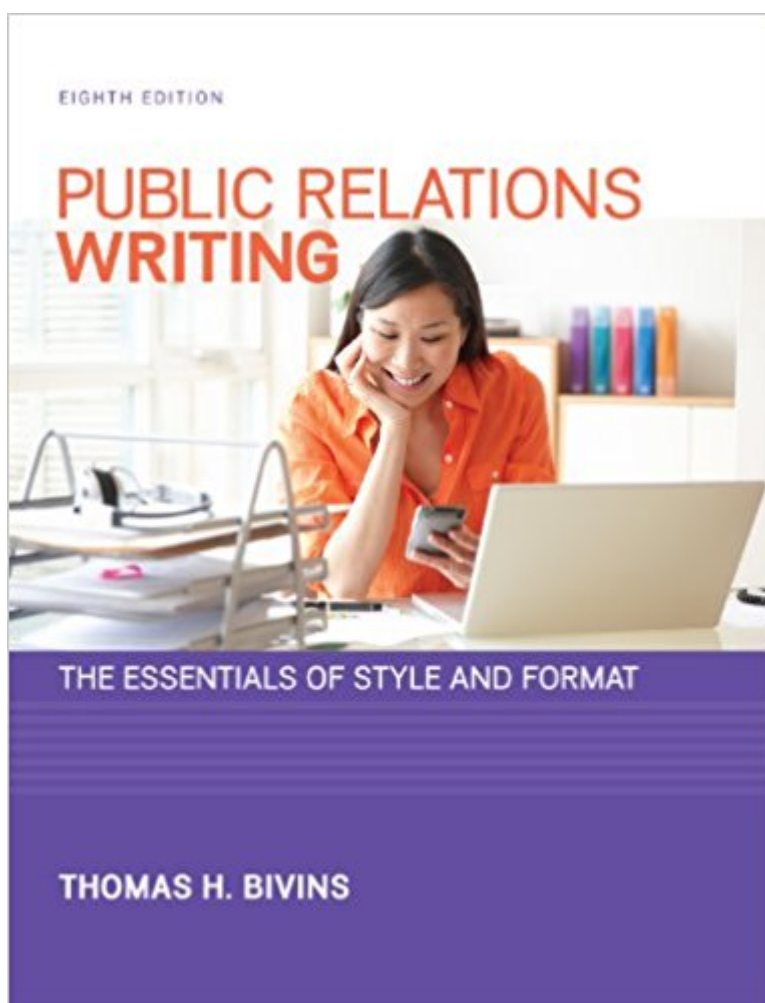


The book was found

Public Relations Writing: The Essentials Of Style And Format, 8th Edition



Synopsis

Public Relations Writing is intended for students who plan to work as public relations practitioners. The fundamentals of writing is emphasized above all else and the author provides instructions on organizing releases for everything from broadcast radio to Twitter. --This text refers to the Paperback edition.

Book Information

File Size: 50248 KB

Print Length: 352 pages

Publisher: Humanities & Social Sciences; 8 edition (January 1, 2013)

Publication Date: January 1, 2013

Sold by: Digital Services LLC

Language: English

ASIN: B00DC5UXYI

Text-to-Speech: Not enabled

X-Ray for Textbooks: Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #113,810 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #22

in Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Public Relations #52

in Kindle Store > Kindle eBooks > Reference > Writing, Research & Publishing Guides >

Journalism #100 in Books > Business & Money > Marketing & Sales > Public Relations

Customer Reviews

Good textbook

Very helpful in the PR world.

This book is filled with tons of great information for Public Relations majors. Unfortunately, like most textbooks, it's presented in a not-so-exciting fashion. It's a great resource, but not really anything you'll want to read again and again.

As described

I learned a lot from this book. I bought it as a main PR text to supplement a professor-assembled PR manual.

It's a bit dated, but the principles hold up. Interestingly, I got a political writing job 3 weeks after I bought this book!

Bivin's text is a great book, updated with the latest approaches. Students give it good reviews, too. I'll use it again next year.

Good book

[Download to continue reading...](#)

Public Relations Writing: The Essentials of Style and Format, 8th edition Public Relations Writing: The Essentials of Style and Format Public Relations and Social Media for the Curious: Why Study Public Relations and Social Media? (A Decision-Making Guide to College Majors, Research & Scholarships, and Career Success) An Overview to the Public Relations Function (Public Relations Collection) Public Relations Writing and Media Techniques, Books a la Carte (8th Edition) Labor Relations in the Public Sector, Fifth Edition (Public Administration and Public Policy) The Elements of Style Workbook: Writing Strategies with Grammar Book (Writing Workbook Featuring New Lessons on Writing with Style) Scientific Style and Format: The CBE Manual for Authors, Editors, and Publishers (CBE Style Manual) Strategic Writing: Multimedia Writing for Public Relations, Advertising, and More Modern Essentials Bundle 6th - Modern Essentials 6th Edition a Contemporary Guide to the Therapeutic Use of Essential Oils, An Introduction to Modern Essentials, and Modern Essentials Reference Card Public Relations Practices (8th Edition) Public Relations Writing and Media Techniques (7th Edition) Communications Writing and Design: The Integrated Manual for Marketing, Advertising, and Public Relations Public Relations Writing and Media Techniques Becoming a Public Relations Writer: Strategic Writing for Emerging and Established Media Writing Mastery: How to Master the Art of Writing & Write 3,000 Words Per Day - Overcoming Writer's Block (Make Money Online, Copywriting, Erotica Writing, ... Writing Mastery, How to Write a Book) Public Relations Writing: Strategies & Structures Public Relations Writing Worktext: A Practical Guide for the Profession 20th Century Jewelry & the Icons of Style (Revised Edition, Reduced Format) Barron's Mechanical Aptitude and Spatial Relations Test, 3rd Edition (Barron's Mechanical Aptitude & Spatial Relations Test)

Contact Us

DMCA

Privacy

FAQ & Help