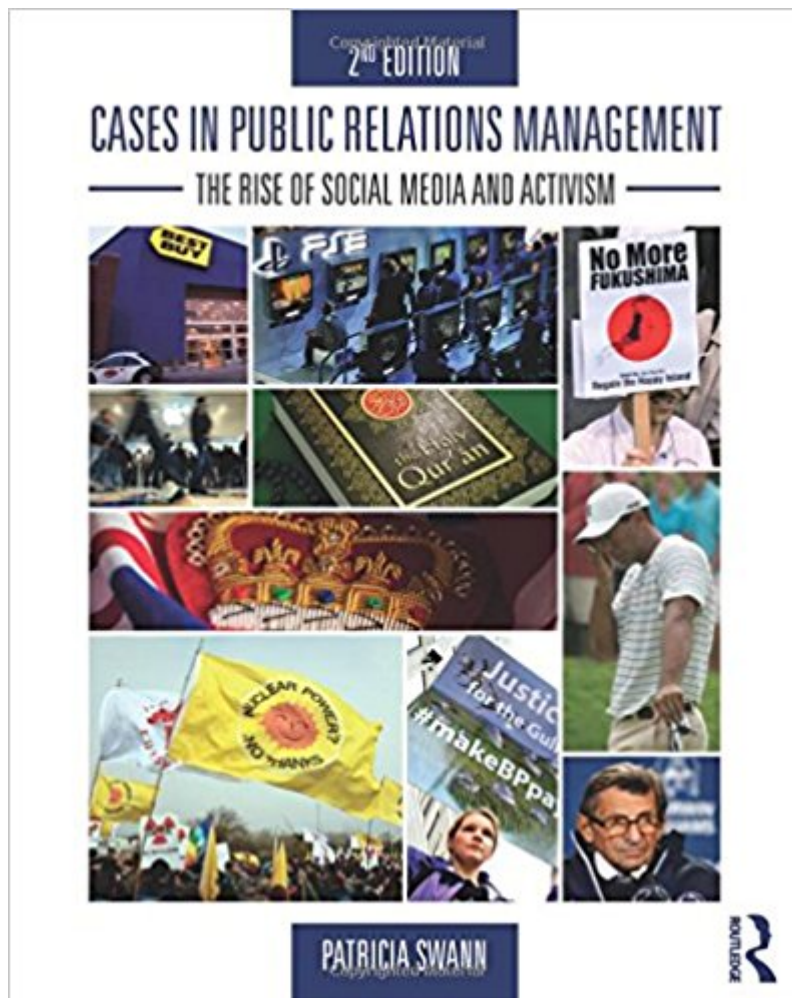




The book was found

Cases In Public Relations Management: The Rise Of Social Media And Activism



Synopsis

Developed for advanced students in public relations, *Cases in Public Relations Management* uses recent cases in public relations that had outcomes varying from expected to unsuccessful. The text challenges students to think analytically, strategically, and practically. Each case is based on real events, and is designed to encourage discussion, debate, and exploration of the options available to today's strategic public relations manager. Key features of this text include coverage of the latest controversies in current events, discussion of the ethical issues that have made headlines in recent years, and strategies used by public relations practitioners. Each case has extensive supplemental materials taken directly from the case for students' further investigation and discussion. The case study approach encourages readers to assess what they know about communication theory, the public relations process, and management practices, and prepares them for their future careers as PR practitioners. New to the second edition are: 27 new case studies, including coverage of social media and social responsibility elements New chapters on corporate social responsibility (CSR) and activism End-of-chapter exercises Embedded hyperlinks in eBook Fully enhanced companion website that includes: Instructor resources: PowerPoint presentations, Video Clips, Case Supplements, Instructor Guides Student resources: Quizzes, Glossary, Case Supplements

Book Information

Paperback: 608 pages

Publisher: Routledge; 2 edition (February 20, 2014)

Language: English

ISBN-10: 0415517710

ISBN-13: 978-0415517713

Product Dimensions: 7.4 x 1.4 x 9.2 inches

Shipping Weight: 2.2 pounds (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars 6 customer reviews

Best Sellers Rank: #30,606 in Books (See Top 100 in Books) #30 in Books > Business & Money > Marketing & Sales > Public Relations #76 in Books > Textbooks > Communication & Journalism > Media Studies #160 in Books > Textbooks > Communication & Journalism > Communications

Customer Reviews

Patricia Swann, former dean of the School of Business and Justice Studies, is an associate professor of public relations and journalism at Utica College. She is the assistant director of the

Raymond Simon Institute for Public Relations and Journalism and the past head for the Public Relations Division of the Association for Education in Journalism and Mass Communication. She has 20 years of experience in the public relations and journalism industries and has garnered numerous awards for her work.

great condition

If I could give it more stars I would

Exactly what I needed for my classes but costing a lot less then paying bookstore prices.

Great for my PR college class.

I really like this book.

Superb product and quick shipping!

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

Cases in Public Relations Management: The Rise of Social Media and Activism 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) Social Media: Master Social Media Marketing - Facebook, Twitter, Youtube & Instagram (Social Media, Social Media Marketing, Facebook, Twitter, Youtube, Instagram, Pinterest) Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram: Social Media, Network Marketing, Book 1 Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat (Social Media, Social Media Marketing) Social Media: 30 Marketing Strategies for Facebook, Twitter and Instagram (Social Media, Facebook, Twitter, Instagram, Social Media Marketing) An Overview to the Public Relations Function (Public Relations Collection) Sport Beyond Television: The Internet, Digital Media and the Rise of Networked Media Sport (Routledge Research in Cultural and Media Studies) Social Media Campaigns: Strategies for Public Relations and Marketing Labor Relations in the Public Sector, Fifth Edition (Public Administration and Public Policy) Applied Public Relations: Cases in Stakeholder Management (Routledge Communication Series) Social Media Marketing: Dominating Strategies for your Business with Social Media (Edition July 2017, Facebook, Snapchat, Instagram, Twitter,

LinkedIn, YouTube) Social Media Marketing Workbook: 2017 Edition - How to Use Social Media for Business Social Media Marketing Workbook: 2017: How to Use Social Media for Business Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing No B.S. Guide to Direct Response Social Media Marketing: The Ultimate No Holds Barred Guide to Producing Measurable, Monetizable Results with Social Media Marketing Twitter Marketing: Learn How To Grow Your Twitter account to 1 Million Followers in the first 6 months. (Social Media, Social Media Marketing, Online Business) The Politics of Trauma and Memory Activism: Polish-Jewish Relations Today (Memory Politics and Transitional Justice) Organizational Behavior and Public Management, Third Edition, Revised and Expanded (Public Administration and Public Policy) Shoot, Edit, Share: Video Production for Mass Media, Marketing, Advertising, and Public Relations

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)