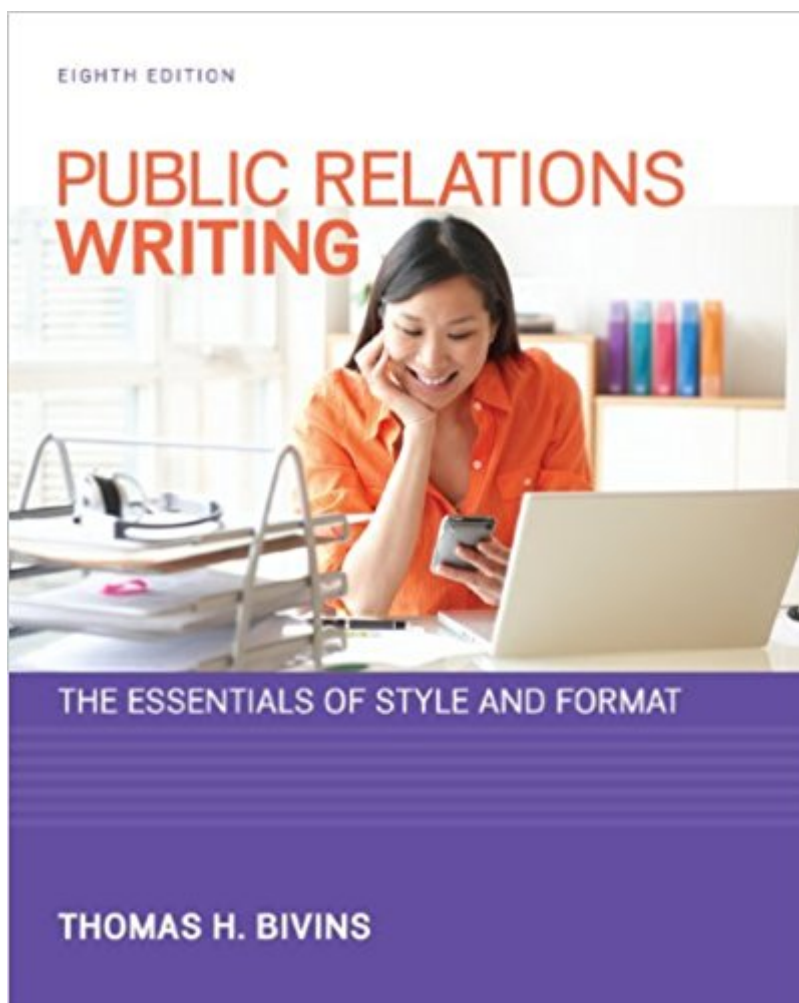




**Ebook Directory**  
the best source of ebook

The book was found

# Public Relations Writing: The Essentials Of Style And Format



## 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.

## Book Information

Paperback: 352 pages

Publisher: McGraw-Hill Education; 8 edition (February 19, 2013)

Language: English

ISBN-10: 0073526231

ISBN-13: 978-0073526232

Product Dimensions: 7.3 x 0.6 x 9 inches

Shipping Weight: 15.2 ounces (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars 11 customer reviews

Best Sellers Rank: #46,533 in Books (See Top 100 in Books) #41 in Books > Business & Money > Marketing & Sales > Public Relations #51 in Books > Textbooks > Communication & Journalism > Journalism #97 in Books > Reference > Writing, Research & Publishing Guides > Writing > Journalism & Nonfiction

## 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 Public Relations Writing: The Essentials of Style and Format, 8th edition 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) The Elements of Style Workbook: Writing Strategies with Grammar Book (Writing Workbook Featuring New Lessons on Writing with Style) Labor Relations in the Public Sector, Fifth Edition (Public Administration and Public Policy) 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 Communications Writing and Design: The Integrated Manual for Marketing, Advertising, and Public Relations Public Relations Writing and Media Techniques Public Relations Writing and Media Techniques, Books a la Carte (8th Edition) Public Relations Writing and Media Techniques (7th Edition) 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 The Hollywood Standard: The Complete and Authoritative Guide to Script Format and Style (Hollywood Standard: The Complete & Authoritative Guide to) Complete Screenwriter's Manual: A Comprehensive Reference of Format and Style, The Style, Style, Style

[Contact Us](#)

[DMCA](#)

[Privacy](#)

