

The book was found

The Practice Of Public Relations (12th Edition)



Synopsis

Pairing Fraser Seitelâ™s unique, humorous voice with the most up-to-date case studies, interviews, news photos, and other techniques, the Practice of Public Relations is truly an âœin-your-faceâ• Public Relations textbook. The 12th edition continues the theme of giving readers the knowledge and skills they need to know to be successful in todayâ™s world of public relations â "including heavy emphasis on social media and ethics.

Book Information

Paperback: 456 pages

Publisher: Pearson; 12 edition (May 26, 2013)

Language: English

ISBN-10: 0133083578

ISBN-13: 978-0133083576

Product Dimensions: 8 x 0.7 x 10.1 inches

Shipping Weight: 1.7 pounds (View shipping rates and policies)

Average Customer Review: 3.9 out of 5 stars 76 customer reviews

Best Sellers Rank: #8,589 in Books (See Top 100 in Books) #7 in Books > Business & Money > Marketing & Sales > Public Relations #406 in Books > Textbooks > Business & Finance

Customer Reviews

Fraser P. Seitel is a veteran of four decades in the practice of public relations. (Although he is still extraordinarily young!) In 2000, PR Week magazine named Mr. Seitel one of the 100 Most Distinguished Public Relations Professionals of the 20th Century. In 1992, after serving for a decade as senior vice president and director of public affairs for The Chase Manhattan Bank, Mr. Seitel formed Emerald Partners, a management and communications consultancy, and also became senior counselor at the worldâ™s largest public affairs firm, Burson-Marsteller. Mr. Seitel is a regular guest on television and radio. In addition to his appearances on a variety of programs on the Fox News Network, he has appeared on ABCâ™s Good Morning America, CNBCâ™s Power Lunch, CNNâ™s Larry King Live, as well as on MSNBC, Fox Business Network, the Fox Radio Network and National Public Radio. Mr. Seitel has counseled hundreds of corporations, nonprofits, associations, and individuals in the area for which he had responsibility at Chaseâ "media relations, speech writing, consumer relations, employee communications, financial communications, philanthropic activities, and strategic management consulting. Mr. Seitel is an Internet columnist at odwyerpr.com and a frequent lecturer and seminar leader on communications topics. Over the

course of his career, Mr. Seitel has taught thousands of public relations professionals and students. After studying and examining many texts in public relations, he concluded that not one of them was exactly right. • Therefore, in 1980, he wrote the first edition of *The Practice of Public Relations* • to give students a feel for how exciting this field really is. • In three decades of use at hundreds of colleges and universities, Mr. Seitel's book has introduced generations of students to the excitement, challenge, and uniqueness of the practice of public relations.

I thought the book provided a good basic introduction to what public relations entails. The chapters were pretty quick reads which I appreciated when taking an accelerated 8 wk class. My issue with this product is the accompanying online materials put out by Pearson. The practice multiple choice and T&F quizzes along with the bank of questions used in weekly quizzes for grades had lots of errors. Often, out of a 30 question quiz, there would be three questions that were out and out wrong. I could find the correct answer word for word in the text, and it didn't match the "so-called correct answer" on the quiz. I then had to take the time to document the problem and send to professor for review in order to get back the points lost. This was frustrating for me and the professor. I was not the only one in the class with this issue - so it seems in this new edition to be a rampant problem. I am hoping that the publisher fixes this and that's the reason I'm documenting it here - maybe bad press will get them to do something. One of the tenants of public relations is "no errors" in the communications. Unfortunately - someone didn't take that advice to heart when developing the quiz questions. Frustrating to the nth degree!

Perhaps my interest in the subject matter is boosting my personal opinion of the book but i thought the text illustrates the concepts of public relations well and the chapters about public relations writing are actually useful for any writer i feel. I is a bit repetitive when it talks about how to communicate and why because there is a apparently a lot of theory in the field to describe phenomena tat most people understand intuitively but its not too bad. This book has many newer and older editions and i cant speak on all of them (though the editions directly before and after are likely to be very similar) but if you can snag this for 20- 25 dollars on i don't think you'll be disappointed.

I used this for my PR class and was greatly disappointed to see the outdated examples. They may have been great examples but really.... The Tylenol murders from 1982 was one of the most recent decent examples of PR?

Decent textbook. I've used worse.

exactly as needed

Horrible textbook. The book mainly consists of lists and what people in the field have faced. They don't go over enough history or theories. And the theories they do cover are confusing and barely make sense.

I am still going thru this book and am happy that it was purchased.

This was a required text for my intro to PR class and i thought it did a great job at summing up a complicated and sensitive industry.. I've read the whole thing cover to cover and I've referenced it for many other classes too.

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

An Overview to the Public Relations Function (Public Relations Collection) 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) The Practice of Public Relations (12th Edition) Labor Relations in the Public Sector, Fifth Edition (Public Administration and Public Policy) Human Relations: Interpersonal Job-Oriented Skills (12th Edition) The Practice of Public Relations (13th Edition) Public Relations: The Profession and the Practice, 4th edition Barron's Mechanical Aptitude and Spatial Relations Test, 3rd Edition (Barron's Mechanical Aptitude & Spatial Relations Test) Doc Supp for IBT: A Problem Oriented Coursebook and IBT: Trade and Economic Relations, 12th Edit's (American Casebook Series) Epidemiology For Public Health Practice (Friis, Epidemiology for Public Health Practice) Community/Public Health Nursing Practice: Health for Families and Populations, 5e (Maurer, Community/ Public Health Nursing Practice) Community/Public Health Nursing Practice - E-Book: Health for Families and Populations (Maurer, Community/ Public Health Nursing Practice) Public Relations: The Profession and the Practice The PR Styleguide: Formats for Public Relations Practice Planning and Managing Public Relations Campaigns: A Strategic Approach (PR in Practice) Pitch, Tweet, or Engage on the Street: How to Practice Global Public Relations and Strategic Communication Organizational Behavior and Public Management, Third Edition, Revised and Expanded (Public Administration and Public Policy) Public Administration and Law, Third Edition (Public Administration and Public Policy) Master The

Mechanical Aptitude and Spatial Relations Test (Mechanical Aptitude and Spatial Relations Tests) A Strategic Understanding of UN Economic Sanctions: International Relations, Law and Development (Routledge Advances in International Relations and Global Politics)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)