

Public Relations The Basics

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Public Relations The Basics The four key phases of public relations campaigns: research, strategy, tactics and evaluation. History and evolution of public relations. Basic concepts of the profession: ethics, professionalism and theoretical underpinnings. Contemporary international case studies are woven throughout the text ensuring that the book is relevant to a global audience. Public Relations: The Basics: Smith, Ron: 9780415675833 ... The four key phases of public relations campaigns: research, strategy, tactics and evaluation. History and evolution of public relations. Basic concepts of the profession: ethics, professionalism and theoretical underpinnings. Contemporary international case studies are woven throughout the text ensuring that the book is relevant to a global audience. Public Relations: The Basics - 1st Edition - Ron Smith ... 'An addition to Routledge's "The Basics" series, this comprehensive handbook is a knowledge-based look at the industry and practice of public relations. The first part of the book, "Understanding Public Relations," defines what PR is, and what it is not. Smith (Buffalo State, SUNY) emphasizes ethics and professionalism of the practice. Public Relations: The Basics by Ron Smith | NOOK Book ... Public Relations efforts get editorial coverage when the media determines that the messages are newsworthy. The editorial earned with PR carries with it a degree of credibility and can be more persuasive than an ad. But, unlike an ad there are no guarantees on when, if and how your message will be conveyed to your audiences. PR is not

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