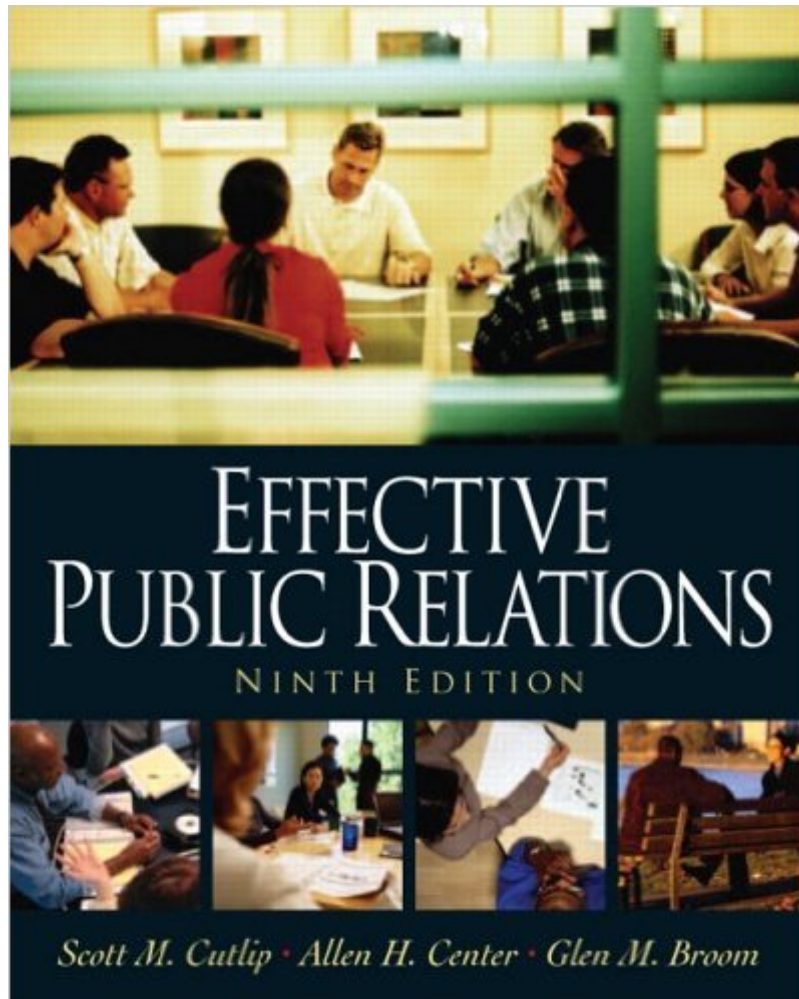


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# Effective Public Relations (9th Edition)



## Synopsis

Effective Public Relations presents a comprehensive summary of public relations concepts, theory, principles, history, management, and practices. This "bible" of the public relations field continues in its role as the single most authoritative and complete reference for public relations professionals. Still the most comprehensive and authoritative introductory book, continuing its long-standing tradition as the most-cited reference book. Often referred to as the "bible of public relations," the new edition covers the many aspects of public relations theory and practice in a variety of settings. This text also serves as the basic reference for accreditation programs worldwide. Updates examples, sources, and references to provide readers with contemporary cases, contexts, and perspectives that illustrate major concepts and issues essential to understanding the field. The new edition offers an up-to-date synthesis and interpretation of the scholarly and professional literature. Expands discussions of how the public relations field relates to marketing, integrated marketing communication (IMC), and related management functions, clarifying the unique and essential role of the public relations management function in organizations. An excellent, essential desk reference for those in the practice.

## Book Information

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## Customer Reviews

Now in its eighth edition, Effective Public Relations is very near to its 50th year as possibly the most highly influential text in the field of public relations. Widely recognized and enjoyed by Intro. to PR students all over the country, EPR is the reader's tour throughout the world of PR, including its history, practices, careers, ethics, and countless other components of the field. Public relations

continues to struggle to establish its true identity as a necessary and inherently ethical field of practice. The eighth edition of ERP is yet another celebratory tribute to a dynamic field that has had a tremendous effect on humankind for as long as human history can be traced. Effective Public Relations should not only be a prerequisite to further study in the field, but should be required reading for anyone who has the slightest curiosity as to what public relations, in its most true and dynamic sense, really is.

The world today is a PR world, and EPR is one important brick on the cornerstone of this approach to utilizing PR tools effectively. One prerequisite: you need to understand communication in many forms to be able to make effective use of this comprehensive work. Other than that EPR contains many workable approaches valuable to any professional in any field. Once you understand PR and can think with it in a natural way, its value to any enterprise will be appreciated and not only in terms of the bottom line. A powerful book, I highly recommend.

I must concede to being a fan of Cutlip's and Broom's work. I was deeply interested to see what they would update and change in this seminal work from their previous edition, most notably anything in the area of extremely cost effective public relations, especially as clients are demanding more and better public relations counsel for less money. While the 8th edition does not disappoint, nor does it rise above all expectations. For one who is a neophyte in the area, then I strongly suggest this work, as it provides one of the most comprehensive overviews of our industry that I have ever seen. For myself, I felt the book needed more coverage in the cost effective area. I found that coverage in Michael Levine's *Guerrilla PR: Wired*, which addresses the burgeoning need of attaining strong coverage without blowing the budget. Overall then, while I recommend this book, I cannot do so without some reservations. Nonetheless, I look forward to reading the 9th Edition.

This book is effective in all ways possible. It teaches individuals who desire to improve their PR skills and those who wish to develop them find new ways to do so. This book was required for a course which I took at Howard University in Fall 1998 and the book helped us to understand the field of Public Relations effectively and how to use its tool to get more out of the field.

My titles sums it up. I expected a books that provides me with new insights - nothing like that. It's appeared to me as an analysis of what PR is (or better should), how the job chances, how working day looks like, and so on. For everybody who looks for a practical approach - forget it. But I can

recommend the book because of its ton of references.

This book contains mostly historical data rather than data that is actually applicable to real life public relations problems. Still informative though, I would recommend for newbies in the field.

I had read an earlier edition long ago. This edition does not emphasized the earlier basics that were much more clearly presented before.

Last year, I took an intro to PR class to see if I'd like it. I loved the class, but our text, Effective Public Relations, was another story. As a college student, I read a lot of textbooks. This one certainly is as they claim: a PR bible, full of essential PR knowledge. But dang if it wasn't the most stimulating, interesting read since late night phonebook reading. Even compared to other textbooks, it was a chore to read.

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