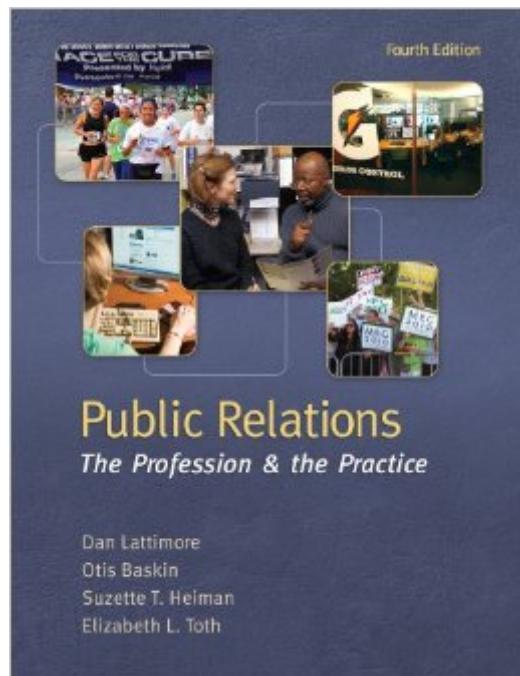


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Public Relations: The Profession And The Practice, 4th Edition



Synopsis

Coverage of global markets, new technologies, multiculturalism, and the latest news about public relations in action make this dynamic text the cutting-edge choice for public relations courses. In a personal and jargon-free style, this text presents and explains the fundamental tools of public relations practice, providing a multi-disciplinary understanding of the emerging trends within the field, with spotlights on people and issues of interest to students. --This text refers to the Paperback edition.

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Customer Reviews

Perfect textbook for the communications student. Great examples, provocative 'what ifs' and excellent instruction on history, how-tos with successes and consequences of poor communication in PR. Also \$100 cheaper than the college book store!

Very good book! I wish I had bought this as it provides case studies of businesses we see all the time and has interesting history bits too. The smooth writing style makes this book easy. The

publisher's site has excellent practice quizzes that prepared me for my exams. Got an A!

This is a great book. I had to rent it for a college class that is why it only gets 4 stars. There are a lot of great case studies in it, and I even take the test by computer that has helped me remember the information for class. Minnie H.

I had to get it for a class and saved money by buying it used. But I am so disappointed by the fact that this book costs over 100 bucks and is full of grammar / spelling mistakes! This is crazy, I've never seen that before.

I am a single mother that goes to college and loves a deal. I always look on first for my textbook to see if they have, because 95% of the time if they have them, they are considerably less. I needed this book for school and paid a little over half what the school bookstore was asking for it!! Thank you!

Pretty much everything you've ever wanted to know about the world of Public Relations. It also serves as a great introduction and overview of the industry for newbies to the field, or people who just don't know much about PR, how it works, and/or what you can do with it. This book, plus my great Introduction to PR professor, really inspired me to switch into the PR field. =)

The book was good quality as far as binding and pages, but the content is difficult to digest, even for a college class. The book is exceedingly wordy and often repeats the exact same information in different sentence structure, very bad for tests in which the teacher requires specific term definitions! The result is a textbook that is boring to read and difficult to study. The case studies are wonderful for helping explain the chapters and the research put into the book is high-quality. However, the filler words and altogether unnecessary complicated structure makes one wonder if the authors were trying a little too hard to meet a word count.

While the cover of the book is in great condition, the inside of the book is marked ALL OVER. There's not a page that does not have highlighting or writing EVERYWHERE. If the semester had not already started before I opened the book I would have returned it immediately. Rather dissatisfied and annoyed every time I open the book.

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