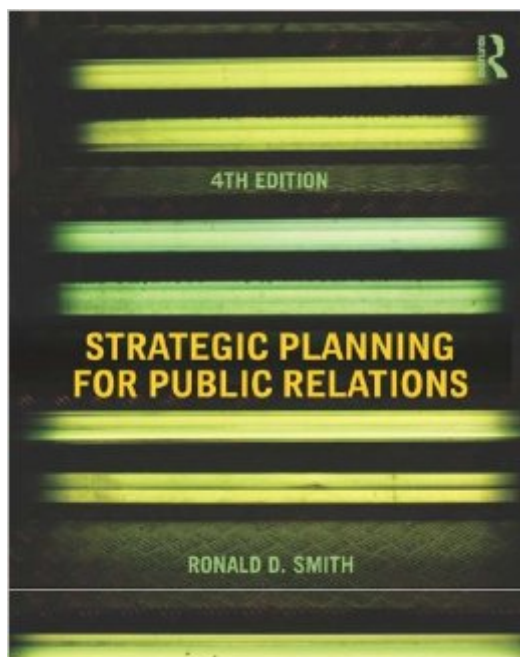


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# Strategic Planning For Public Relations



## Synopsis

This innovative and popular text provides a clear pathway to developing public relations campaigns and other types of strategic communication. Implementing the pragmatic, in-depth approach of the previous editions, author Ronald D. Smith presents a step-by-step unfolding of the strategic campaign process used in public relations practice. Drawing from his experience in professional practice and in the classroom, Smith walks readers through the critical steps for the formative research, strategic and tactical planning, and plan evaluation phases of the process. Offering clear explanations, relevant examples, and practical exercises, this text identifies and discusses the decision points and options in the development of a communication program. The cases and examples included here explore classic real-world public relations situations as well as current, timely events. This fourth edition highlights the results of new research studies on opinions and practices within the discipline, and adds overviews of several award-winning public relations campaigns. As a classroom text or a resource for professional practice, this volume provides a model that can be adapted to fit specific circumstances and used to improve effectiveness and creativity in communication planning. It serves as an accessible and understandable guide to field-tested procedures, offering practical insights that apply to public relations campaigns and case studies coursework.

## Book Information

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## Customer Reviews

I am actually buying this book. I took this course for the summer session at Texas Tech University (Wreck Em!) online, the class was fast paced and being online it is easy to feel like you're not quiet getting as much as an in person class. This book is something every entry level PR professionally should keep handy at their desk.

I purchased this book as a text for my Masters in Public Relations course. The author's use of cited examples throughout gives a clear picture of the successful and unfortunate PR techniques for various crisis situations. From the Pepsi syringe case to the Exxon Valdez, we see where PR practitioners went wrong or got it right. Clear definitions of the process and how to apply the knowledge. (This is a review of the Kindle E-reader version)

The book arrived within the estimated time (on the early side actually). It came in perfect condition! Not marks or bends on the cover, and not even a highlight on the inside!The book itself is simple. We have plowed through the entire book in 4 weeks to gain a foundation in PR. It's a great "starter book," gives great examples that help smooth the transition from classroom to real world.

I purchased this book for school. It is well written and follows the strategic planning process for public relations to a tee. This is a great resource to have on your bookshelf.

No page numbers on locations on the kindle edition which makes this purchase useless for my school work because we do not read the chapters but sections.

There are some good examples and points, yes, but aside from the missing page numbers --it's a pain to figure out, but the detailed TOC option helps-- this book also features missing words, misuse of words, and incorrect punctuation. I'm not perfect, of course, but even I can tell that this book is just plain poorly written. There are so many glaring errors that it makes just getting through the content exceedingly difficult. It's a rough read.Funny how a textbook for a field so reliant upon clear

communication can fall so short of exhibiting just that. Did anyone actually edit this thing...? (Did my professor actually read this thing? Ha!)

Incredibly informative book - - DO NOT GET THE E BOOK VERSION. THERE ARE NO PAGES AS OF 9/1/15. This is a huge difficulty, and subtracts from an otherwise perfect score.

No page numbers in Kindle version. Useless for school, where most textbooks are used.

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