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Cutlip And Center's Effective Public Relations (11th Edition)



Synopsis

Cutlip & Center offers students the gold standard in public relations, providing the most up-to-date reference in the market. This edition features several new chapters, examples, and information on how social media and globalization are shaping PR.

Book Information

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Customer Reviews

I rented this during the process of studying for my Accreditation in Public Relations. This was my first time renting from and I was pleased with that experience. I also enjoyed the book a lot. I have a degree in PR but have been out of school for 14 years so this was a great refresher course. The book is pretty interesting and easy to read. The best news, I passed my APR exam!

Book is mandatory for class. But, I was taken aback by the writing and easy to use areas that made studying easier. I only had to flag certain areas within the book and I was easily able to manipulate through it to find correlating information.

I'm still reading and studying. It is current and well done including the study guides at the end of each chapter. It's also nice to see that the general misconceptions of what public relations professionals do, are not isolated to small communities like mine but an industry-wide issue. Luckily these misconceptions are being replaced by respect in the C suites of major corporations.

I am using this textbook in my new principles in accreditation in public relations beta class and it

covers every aspect of public relations in a way that is easy to understand. I recommend it for basic PR classes.

Obviously a highly regarded PR text. It is required for the Dinfos PAQC, the Defense Information School of Journalism, Public Affairs Qualification Course. I agree the book has excellent content, but my problem is with the lack of sufficient alternate formats. It's remarkably easy to throw up a Kindle version since the print version is already complete. It seems a bit shocking that given the highly technical nature of digital publishing, all of us live in the digital world, but our textbook isn't digital. Odd.

Brand new, great condition. Just wish publisher used A little care paper because you cannot highlight on it without it going through

The go-to book for those of us in public relations or gaining our accreditation.

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