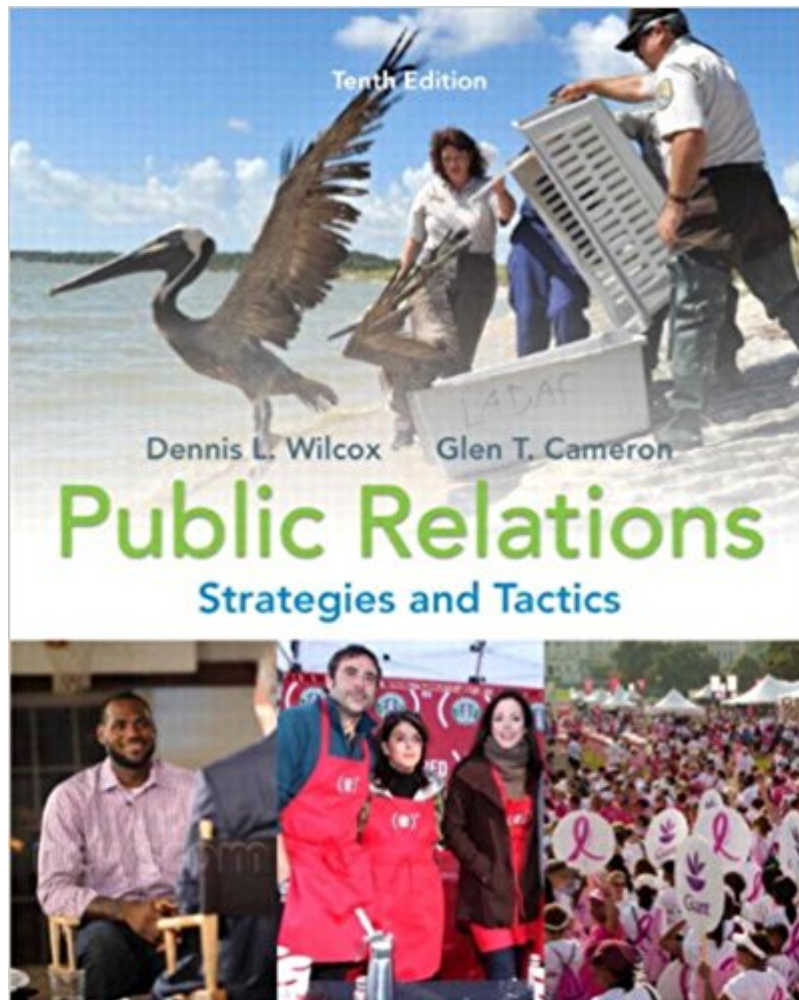




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Public Relations: Strategies And Tactics (10th Edition)



Synopsis

Updated in a 10th edition, *Public Relations: Strategies and Tactics*, Tenth Edition, clearly explains to students the basic concepts, strategies, and tactics of today's public relations practice. This comprehensive text is grounded in scholarship and includes references to landmark studies and time-honored public relations techniques. The tenth edition emphasizes the application of the Internet and social media for programs and campaigns.

Book Information

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Customer Reviews

A new Chapter 16, "Meetings and Events," gives students practical advice and checklists for organizing everything from a banquet to a convention and a trade show. A new Chapter 13, "The Internet and Social Media," succinctly explains how the Internet and social media are used in a variety of public relations programs and campaigns. A completely revised and updated Chapter 18, "Entertainment, Sports, and Tourism," explores these major industries and gives students practical information about working in these fields. New PR Casebooks feature current issues such as the BP Gulf Coast oil spill, Toyota's car recall, Apple's iPad, Tiger Woods, healthcare reform, Obama's election, Google and Chinese censorship, Goldman Sachs and Wall Street, and the World Cup of soccer in South Africa. Increased coverage about preparing digital materials for mass media prepares students for working to today's world. Updated information and graphics reflecting the contemporary landscape of the profession provide a realistic view to new public relations professionals. Included

are— A statistical information on salaries in public relations and which practice areas have the highest compensation, the scope of the public relations industry, and the activities of practitioners in firms and departments. iPad version available! Public Relations, Strategies and Tactics 10e will be available with MyCommunicationLab in an iPad textbook version.

I've been told, that the tenth edition is a great improvement in the chapters about modern media (internet, social networking sites, etc) are a great improvement over the ninth edition. Personally, I never had to get the 9th edition so I wouldn't know, although reading from the description I am glad that this one is offered in hardcover as opposed to paperback textbooks. It's a textbook. Your professor requires it, you rent it (or buy it, if you're wealthy or are focusing in PR) and you should use every opportunity to suck the marrow out of it (particularly if you are renting it) because there is a wealth of information!

This book did not go into public relations in detail enough for the entertainment field as the cover of the book leads you to believe. The description of the book did not indicate that this was a watered down version of Public Relations topics and no true strategies for the case studies. The entertainment field was covered without citing enough examples. The rest of the book appeared to be a very simplistic or freshmen level introduction to the topic that would also need to be taught by an experienced public relations professional or expert to give this book some life. The book only is not enough to fully understand and bring to life the public relations field for a graduate student. I bought it for \$5, it is worth that amount, and it was enough to satisfy my basic curiosity on the subject.

Excellent resource for brushing up in preparation for the APR exam. Replete with contemporary, relevant examples. Best of all, the publishers did a great job on the TOC so you can quickly navigate through the book.

I purchased this book because I needed it for a class while in college. It was cheaper than the campus book store. The delivery time was much shorter. This book was user friendly, colorful, concise, readable font size and comprehensible. I donated my book to an academic library.

Good condition.

I purchased this book because i was taking classes for public relations but its crazy this is like a high school textbook. its really bigger than a normal book its a textbook but other than that you can really learn alot. no scratches or writings in the book when i got it despite the age of the book.

helped with the class I was taking. Great condition and everything was together. they were writing in it but they were also helpful. Love using it when I needed to. It was light-weight so very easy to carry.

Perfect condition

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