



How to Master the Art of Public Relations (Paperback)

By -

Think Doctor Publications, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. The aim of this book is about introducing you to the concepts of strategic public relations. Despite previous comments, the basic assumption of this book is that readers have some general knowledge of management and business terminology. Furthermore, the text in this book is based in current research and scholarly knowledge of the public relations discipline. Whether you are reading this book to acquire knowledge in a new field, updating your knowledge, or as part of an educational program or course. Each chapter is short enough to be manageable, but filled with information, that does not rely on complicated examples or charts and diagrams. Furthermore, this book includes a few original public relations case studies that have been written in order that concepts discussed can be illustrated and applied. This Book Is Divided Into 16 Parts: Chapter 1: What is Public Relations; Chapter 2: The History of Public Relations, Chapter 3: Public and Media Relations Planning; Chapter 4: Working With The Media; Chapter 5; Approaches to Public Relations, and Chapter 6 Public Relations as a Management Function focus on the importance of the...



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