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Soggetti	Public relations - United States
Lingua di pubblicazione	Inglese
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Note generali	Includes index.
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Nota di contenuto	Cover -- Title Page -- Copyright Page -- Brief Contents -- Contents -- Foreword -- Preface -- About the Author -- Part I Evolution -- Chapter 1 Defining Public Relations -- Prominence of Public Relations -- What Is Public Relations? -- Influencing Public Opinion -- A Question of Ethics Repping the Russian Lion -- Management Interpreter -- Public Interpreter -- Public Relations Publics -- FYI Interpreting a Sensitive, Gender Issue -- Public Relations Functions -- The Sin of "Spin" -- What Manner of Man or Woman? -- Last Word -- Discussion Starters -- Pick of the Literature Rethinking Reputation: How PR Trumps Advertising and Marketing in the New Media World -- Case Study The New CEO's Trial by "Switchgate" Fire -- From the Top an Interview with Harold Burson -- Public Relations Bookshelf -- Chapter 2 The History and Growth of Public Relations -- Ancient Beginnings -- Early American Experience -- Later American Experience -- FYI P. T. Barnum Redux -- Ivy Lee: The Father of Public Relations -- The Growth of Modern Public Relations -- A Question of Ethics Burson Fumbles Facebook Flap -- Public Relations Comes of Age -- Public Relations Education -- Last Word -- Discussion Starters -- Pick of the Literature A Century of Spin: How Public Relations Became the Cutting Edge of Corporate Power (Paperback) -- Case Study Welcome to the NFL -- From the Top an Interview with Edward L. Bernays -- Public Relations Bookshelf -- Part II

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Literature Public Relations Writing, 10th Edition -- Case Study The Raina, Inc. News Release -- From the Top An Interview with Hoa Loranger -- Public Relations Bookshelf.
Chapter 16 Integrated Marketing Communications.

Sommario/riassunto

For courses in public relations. Prepares Students for Public Relations Work with an Emphasis on Ethics and Contemporary, Real-world Applications Featuring an intensely practical approach that favors reasoning, justification, and applications that work, The Practice of Public Relations prepares students for contemporary public relations work in the changing landscape of the 21st century. Fraser Seitel's writing combines a contemporary, real-life approach that marries his experience in the field with a light-hearted, energetic prose style. This Thirteenth Edition has been thoroughly updated to include recent public relations cases with a continued emphasis on ethics, using examples that span several fields and countries. Building on the successes of the previous edition, this text remains the most visual text on the market, as well as the most comprehensive in its discussion of social media as it relates to public relations.
