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High-Tech Public Relations -- Chapter 19 Colleges, Extension Programs, and Summer Institutes -- Chapter 20 The Alphabet Organizations of Public Relations -- Chapter 21 Important Publications, Web Sites, and News Services -- Chapter 22 The Job Search -- Chapter 23 The Future Face of Public Relations -- Endnotes -- Glossary -- References -- Recommended Reading -- Author Index.

Sommario/riassunto

Making It in Public Relations is a comprehensive, realistic guide to everything one needs to know when pursuing a successful career in public relations. It is an introduction to public relations, written for students who want or need a definition of the profession to understand what they are moving into as a career. A thorough overview of the various roles and responsibilities involved in PR work, the different types of PR functions and activities, and its application in a variety of settings and scenarios are provided. In fulfilling the book's editorial role, author Leonard Mogel profiles the 10 largest public relations firms, life on the fast track at a small PR firm, how corporate communications is carried on at a large financial institution, and public relations for diverse organizations. It will be of interest to those studying public relations at the university level; recent mass communication, journalism, and public relations graduates; interns in public relations firms; and employees in other fields contemplating a move to this profession.
