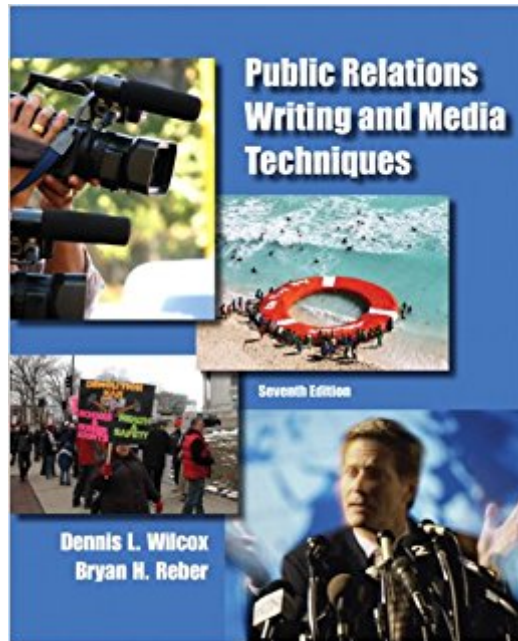


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Public Relations Writing And Media Techniques (7th Edition)



Synopsis

The most comprehensive and up-to-date public relations writing text available has just been updated in its 7th edition. With real-world examples of award-winning work by PR professionals, Public Relations Writing and Media Techniques continues to help readers master the many techniques needed to reach a variety of audiences in today's digital age. This book emphasizes the nuts and bolts of writing, producing, and distributing public relations materials through traditional and social media, making it valuable to public relation professionals and students alike.

Book Information

Paperback: 560 pages

Publisher: Pearson; 7 edition (February 3, 2012)

Language: English

ISBN-10: 0205211674

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Product Dimensions: 7.3 x 1.3 x 8.9 inches

Shipping Weight: 2 pounds (View shipping rates and policies)

Average Customer Review: 4.1 out of 5 stars 16 customer reviews

Best Sellers Rank: #46,838 in Books (See Top 100 in Books) #43 in Books > Business & Money > Marketing & Sales > Public Relations #63 in Books > Business & Money > Skills > Business Writing #136 in Books > Textbooks > Humanities > Performing Arts > Theater

Customer Reviews

Book looked great when it arrived. No missing pages or bad damage. Got the job done!

textbook for a course i'm taking - excellent reference for all forms of written communications, plus strategies for media.this is one book i will NOT sell back.highly recommended.

Good book with a lot of good content in it.

Not very informative.Pretty basic overview of concepts with no real detail. For that reason not really helpful as a textbook.

I was required to purchase this textbook for a PR class and it proved to be very helpful. There are

clear, relatable examples that have made the learning process easier. It felt more like a reference guide than a textbook.

Book came as described. Thank you.

I needed this text for a PR class I am taking. It has some very relevant examples and it is very clear so reading it is not so bad. I was required to buy it for class - but I have enjoyed learning from it.

Great!! No complaints.

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