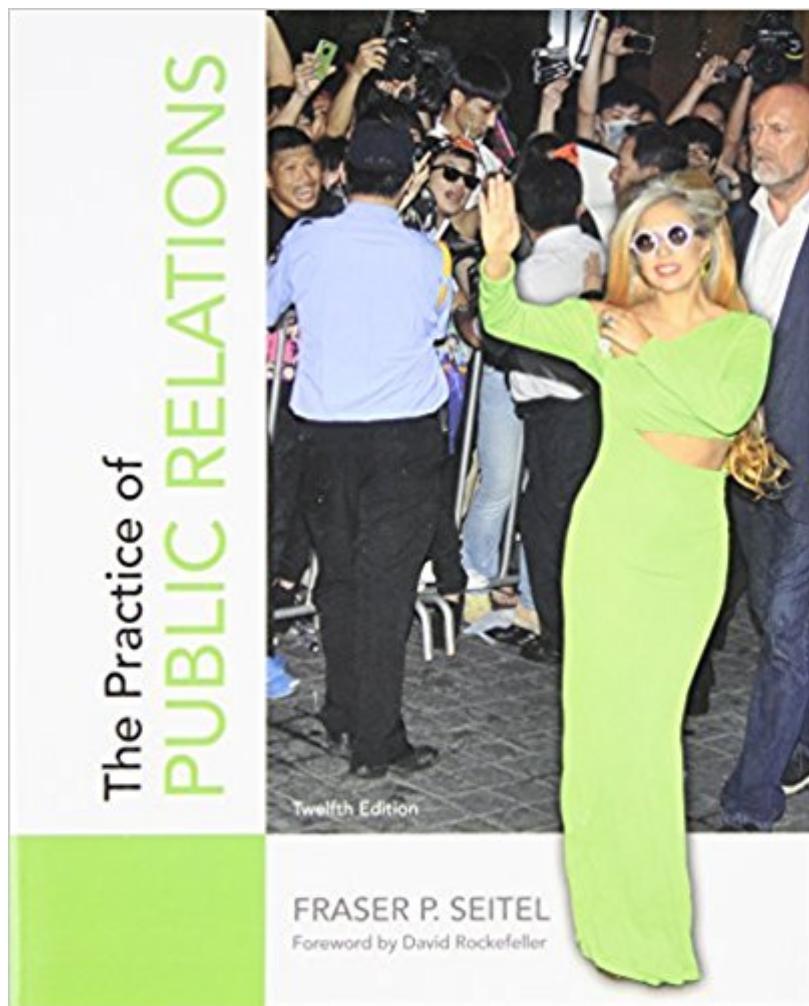


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# The Practice Of Public Relations (12th Edition)



## Synopsis

Pairing Fraser Seitel's unique, humorous voice with the most up-to-date case studies, interviews, news photos, and other techniques, the Practice of Public Relations is truly an "in-your-face" Public Relations textbook. The 12th edition continues the theme of giving readers the knowledge and skills they need to know to be successful in today's world of public relations—including heavy emphasis on social media and ethics.

## Book Information

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## Customer Reviews

Fraser P. Seitel is a veteran of four decades in the practice of public relations. (Although he is still extraordinarily young!) In 2000, PR Week magazine named Mr. Seitel one of the 100 Most Distinguished Public Relations Professionals of the 20th Century. In 1992, after serving for a decade as senior vice president and director of public affairs for The Chase Manhattan Bank, Mr. Seitel formed Emerald Partners, a management and communications consultancy, and also became senior counselor at the world's largest public affairs firm, Burson-Marsteller. Mr. Seitel is a regular guest on television and radio. In addition to his appearances on a variety of programs on the Fox News Network, he has appeared on ABC's Good Morning America, CNBC's Power Lunch, CNN's Larry King Live, as well as on MSNBC, Fox Business Network, the Fox Radio Network and National Public Radio. Mr. Seitel has counseled hundreds of corporations, nonprofits, associations, and individuals in the area for which he had responsibility at Chase—media relations, speech writing, consumer relations, employee communications, financial communications, philanthropic activities, and strategic management consulting. Mr. Seitel is an Internet columnist at [odwyerpr.com](http://odwyerpr.com) and a frequent lecturer and seminar

leader on communications topics. Over the course of his career, Mr. Seitel has taught thousands of public relations professionals and students. After studying and examining many texts in public relations, he concluded that not one of them "was exactly right." Therefore, in 1980, he wrote the first edition of *The Practice of Public Relations* "to give students a feel for how exciting this field really is." In three decades of use at hundreds of colleges and universities, Mr. Seitel's book has introduced generations of students to the excitement, challenge, and uniqueness of the practice of public relations.

I thought the book provided a good basic introduction to what public relations entails. The chapters were pretty quick reads which I appreciated when taking an accelerated 8 wk class. My issue with this product is the accompanying online materials put out by Pearson. The practice multiple choice and T&F quizzes along with the bank of questions used in weekly quizzes for grades had lots of errors. Often, out of a 30 question quiz, there would be three questions that were out and out wrong. I could find the correct answer word for word in the text, and it didn't match the "so-called correct answer" on the quiz. I then had to take the time to document the problem and send to professor for review in order to get back the points lost. This was frustrating for me and the professor. I was not the only one in the class with this issue - so it seems in this new edition to be a rampant problem. I am hoping that the publisher fixes this and that's the reason I'm documenting it here - maybe bad press will get them to do something. One of the tenants of public relations is "no errors" in the communications. Unfortunately - someone didn't take that advice to heart when developing the quiz questions. Frustrating to the nth degree!

Perhaps my interest in the subject matter is boosting my personal opinion of the book but i thought the text illustrates the concepts of public relations well and the chapters about public relations writing are actually useful for any writer i feel. I is a bit repetitive when it talks about how to communicate and why because there is a apparently a lot of theory in the field to describe phenomena tat most people understand intuitively but its not too bad. This book has many newer and older editions and i cant speak on all of them (though the editions directly before and after are likely to be very similar) but if you can snag this for 20- 25 dollars on i don't think you'll be disappointed.

I used this for my PR class and was greatly disappointed to see the outdated examples. They may have been great examples but really.... The Tylenol murders from 1982 was one of the most recent

decent examples of PR?

Decent textbook. I've used worse.

exactly as needed

Horrible textbook. The book mainly consists of lists and what people in the field have faced. They don't go over enough history or theories. And the theories they do cover are confusing and barely make sense.

I am still going thru this book and am happy that it was purchased.

This was a required text for my intro to PR class and i thought it did a great job at summing up a complicated and sensitive industry.. I've read the whole thing cover to cover and I've referenced it for many other classes too.

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