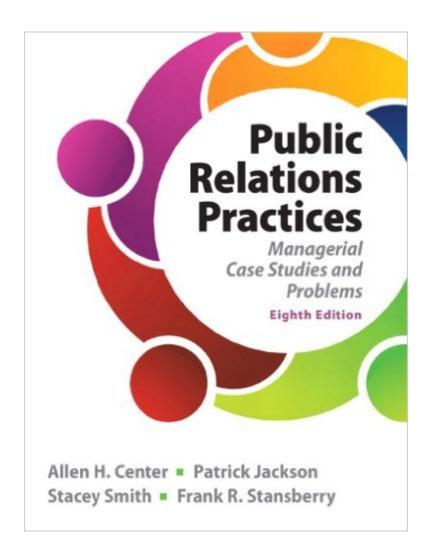
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Public Relations Practices (8th Edition)





Synopsis

Directed primarily toward undergraduate marketing college/university majors, this text also provides practical content to current and aspiring industry professionals. Written by two of the most respected individuals in the field, Public Relations Practices presents timeless case studies to help future practitioners develop agility in the principles and applications of effective two-way communications likely to confront them and their employer.

Book Information

Paperback: 288 pages Publisher: Pearson; 8 edition (January 8, 2013) Language: English ISBN-10: 0133127648 ISBN-13: 978-0133127645 Product Dimensions: 6.9 x 0.6 x 9 inches Shipping Weight: 9.6 ounces (View shipping rates and policies) Average Customer Review: Be the first to review this item Best Sellers Rank: #193,278 in Books (See Top 100 in Books) #95 in Books > Business & Money > Marketing & Sales > Public Relations #4267 in Books > Textbooks > Business & Finance #49645 in Books > Reference

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