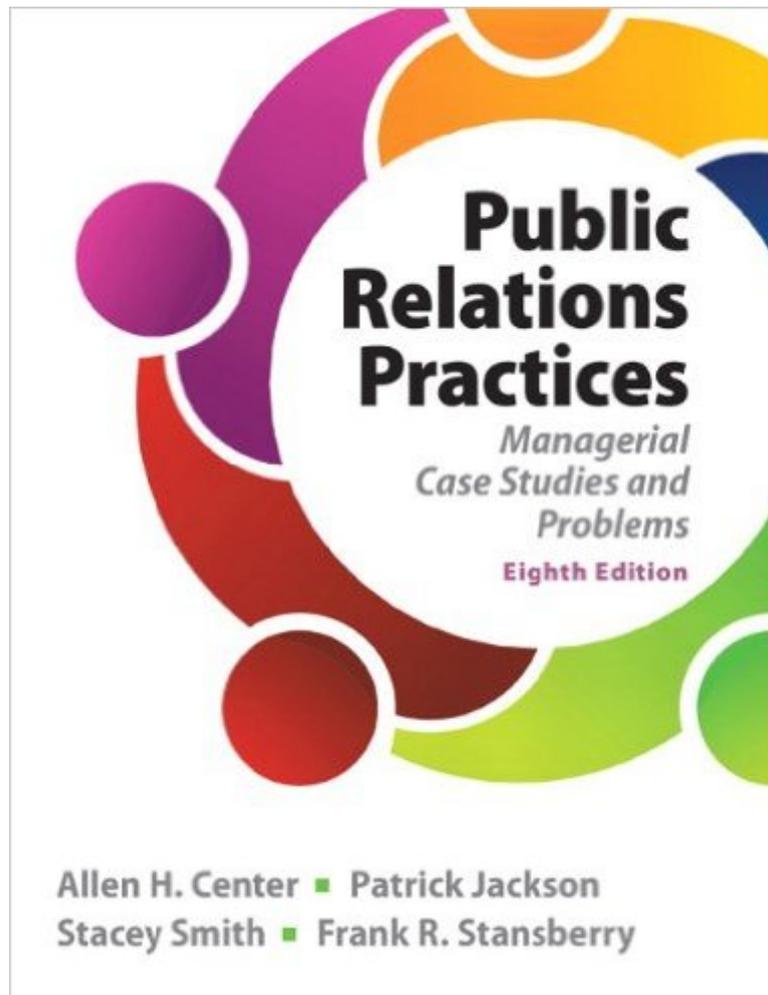


The book was found

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

[Download to continue reading...](#)

Public Relations Practices (8th Edition) The Public Relations Strategic Toolkit: An Essential Guide to Successful Public Relations Practice A Practitioner's Guide to Public Relations Research, Measurement and Evaluation (Public Relations Collection) A Practitioner's Guide to Public Relations Research, Measurement and Evaluation (Public Relations Collection) Public Relations Writing and Media Techniques, Books a la Carte (8th Edition) Public Relations Practices: Managerial Case Studies and Problems (7th Edition) Barron's Mechanical Aptitude and Spatial Relations Test, 3rd Edition (Barron's Mechanical Aptitude & Spatial Relations Test) Master The Mechanical Aptitude and Spatial Relations Test (Mechanical Aptitude and Spatial Relations Tests) Essential Case Studies In Public Health: Putting Public Health into Practice (Essential Public Health) Research Methods in Public Administration and Public Management: An Introduction (Routledge Masters in Public Management) Police Community Relations and The Administration of Justice (8th Edition) Labor Relations and Collective Bargaining: Cases, Practice, and Law (8th Edition) Infants, Children, and Adolescents (8th Edition) (Berk & Meyers, The Infants, Children, and Adolescents Series, 8th

Edition) Public Relations: Strategies and Tactics, Study Edition (9th Edition) Primer of Public Relations Research, Second Edition Sport Public Relations - 2nd Edition: Managing Stakeholder Communication Sport Public Relations: Managing Stakeholder Communication, Second Edition Labor Relations and Collective Bargaining: Private and Public Sectors (10th Edition) Public Relations: Strategies and Tactics (11th Edition) The Practice of Public Relations (12th Edition)

[Dmca](#)