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Proven techniques that maximize media exposure for your business A seasoned PR pro shows you how to get people talking When it comes to public relations, nothing beats good word of mouth. Want to get customers talking? This friendly guide combines the best practical tools with insight and flair to provide guidance on every aspect of PR, so you can launch a full-throttle campaign that'll generate buzz -- and build your bottom line. Discover how to * Map a winning PR strategy * Grab attention with press releases, interviews, and events * Cultivate good

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Public relations as described in this volume is, among other things, society's solution to problems of maladjustment that plague an overcomplex world. All of us, individuals or organizations, depend for survival and growth on adjustment to our publics. Publicist Edward L. Bernays offers here the kind of advice individuals and a variety of organizations sought from him on a professional basis during more than four decades. With such knowledge, every intelligent person can carry on his or her activities more effectively. This book provides know-why as well know-how. Bernays explains the underlying philosophy of public relations and the PR methods and practices to be applied in specific cases. He presents broad approaches and solutions as they were successfully carried out in his long professional career. Public relations is not publicity, press agency, promotion, advertising, or a bag of tricks, but a continuing process of social integration. It is a field of adjusting private and public interest. Everyone engaged in any public activity, and every student of human behavior and society, will find in this book a challenge and opportunity to further both the public interest and their own interest.

As an entrepreneur, you need every helpful tool you can get your hands on to build your business. And if you know the tricks of the trade, perhaps nothing can gain more attention for your small business and build your company's credibility than a good, old-fashioned public-relations campaign. Whether you're an

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established company or a cost-conscious start-up, *The Little Book of Big PR* tells you all you need to know to be able to use public relations effectively as a business-building tool. Drawing on the expertise gained during her long career in public relations, Jennefer Witter shares simple, smart, and budget-friendly methods for getting your business noticed, including what she calls the seven key elements of public relations: □ Self-branding □ Media relations □ Social Media □ Networking □ Speaking engagements □ Cause-related marketing □ Selecting a PR agency Complete with real-world case studies and sample content (such as media pitches) to use as-is or to modify to fit your own specific needs, this all-encompassing resource will provide for you the expert guidance all entrepreneurs need to grow their business to new, attention-getting heights.

In this pithy yet compact book, David Wolf, provides business owners and PR practitioners with a roadmap to corporate credibility in China. Laced with thoughtful advice and braced with illustrative cases, *Public Relations in China* strips out the jargon and offers something rare: a practical handbook for building and defending a brand in China.

With nearly thirty years of experience as both a public relations teacher and practitioner, Barbara Diggs-Brown has written a text based on her unwavering belief that to practice effective public relations today requires strategic thinking and audience focus, which can only be accomplished by listening and hearing audiences through formative, process, and evaluative research. In addition to highlighting audience-focused

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principles and techniques of audience research and recurring assessment, STRATEGIC PUBLIC RELATIONS: AN AUDIENCE-FOCUSED APPROACH is based on the premise that public relations is a management function, one coordinated with an organization's other management divisions. Intended for undergraduate courses in PR, serving both majors in the field and nonmajors, this text provides a comprehensive survey of PR's foundations, processes, tactics, and contexts. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Historically, public relations research has been dominated by organisational interests, treating the profession as a function to help organisations achieve their goals, and focusing on practice and processes first and foremost. Such research is valuable in addressing how public relations can be used more effectively by organisations and institutions, but has tended to neglect the consequences of the practice on the social world in which those organisations operate. This edited collection adds momentum to the emergent interest in the relationship between public relations, society and culture by bringing together a wide range of alternative theoretical and methodological approaches, including anthropology, storytelling, pragmatism and Latin American studies. The chapters draw on insights from a variety of disciplines including sociology, cultural studies, post-colonialism, political economy, ecological studies, feminism and critical race theory. Empirical contributions illustrate theoretical arguments with narratives and interview extracts from practitioners,

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resulting in an engaging text that will provide inspiration for scholars and students to explore public relations in new ways. *Public Relations, Society and Culture* makes an essential contribution to a range of scholarly fields and illustrates the relevance of public relations to matters beyond its organisational function. It will be highly useful to students and scholars of public relations as well as cultural studies, ethnicity/'race' communication, media studies, development communication, anthropology, and organisational communication. This insightful book will make a significant contribution to debates about the purpose and practice of public relations in the new century.

The Fundamentals of Public Relations: What it is and How to Do it Well provides students with a comprehensive understanding of the essentials of public relations and teaches them how to apply and practice them successfully. The text emphasizes how to conduct public relations and initiate successful public relations tactics. After a brief introduction to the discipline, the book presents students with public relations research and the legal implications of publ

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

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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.

In the evolving business education environment, South-Western leverages its learning materials across all forms of media, from traditional textbooks to web-based formats. Top scholars, business authorities and thought leaders offer expertise in a broad range of subjects.

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