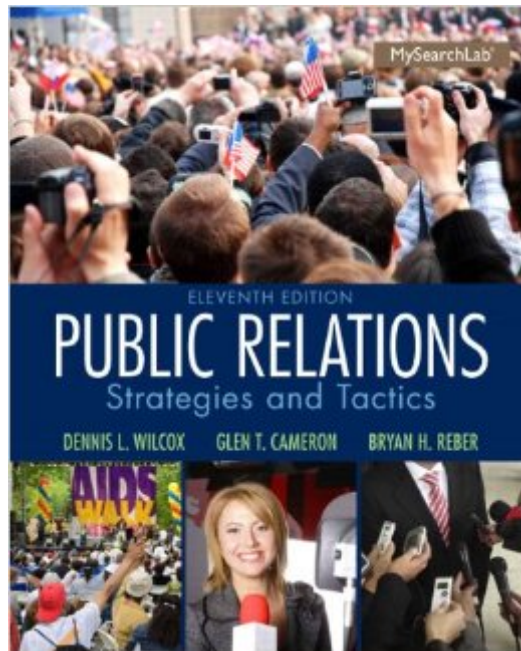


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Public Relations: Strategies And Tactics (11th Edition)



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Clearly explains the basic concepts, strategies, and tactics of today's public relations practice

Public Relations: Strategies and Tactics uses real-world case studies and examples to explain the basic concepts and theory behind modern public relations practice. This comprehensive text is grounded in scholarship and includes references to landmark studies and time-honored public relations techniques. The writing is geared to undergraduates, and many colorful charts and photos are used to enhance major concepts. MySearchLab is a part of the Wilcox/Cameron/Reber program. Research and writing tools, including access to academic journals, help students understand critical thinking in even greater depth. To provide students with flexibility, students can download the eText to a tablet using the free Pearson eText app. **ALERT:** Before you purchase, check with your instructor or review your course syllabus to ensure that you select the correct ISBN. Several versions of Pearson's MyLab & Mastering products exist for each title, including customized versions for individual schools, and registrations are not transferable. In addition, you may need a CourseID, provided by your instructor, to register for and use Pearson's MyLab & Mastering products. **Packages** Access codes for Pearson's MyLab & Mastering products may not be included when purchasing or renting from companies other than Pearson; check with the seller before completing your purchase. **Used or rental books** If you rent or purchase a used book with an access code, the access code may have been redeemed previously and you may have to purchase a new access code. **Access codes** Access codes that are purchased from sellers other than Pearson carry a higher risk of being either the wrong ISBN or a previously redeemed code. Check with the seller prior to purchase. --

Book Information

Hardcover: 624 pages

Publisher: Pearson; 11 edition (March 28, 2014)

Language: English

ISBN-10: 0205960642

ISBN-13: 978-0205960644

Product Dimensions: 8.1 x 1 x 10.1 inches

Shipping Weight: 2.6 pounds (View shipping rates and policies)

Average Customer Review: 3.7 out of 5 stars See all reviews (7 customer reviews)

Best Sellers Rank: #34,580 in Books (See Top 100 in Books) #14 in Books > Business & Money > Marketing & Sales > Public Relations #689 in Books > Textbooks > Business & Finance

Customer Reviews

This book is a great supplement to an introductory or intermediate college/university PR course. It is an easy read with great excerpts, contexts, and miscellaneous aspects that aid your reading and understanding. A lot of real-world examples are available which are most helpful to someone that has little experience in the real field. Furthermore, the book hits on very good points in an organized and structured manner. I liked the book so much that I have decided to read into it further after my course has ended and study more of it for tips, suggestions, and practice.

Heavy on strategy and high-level principles. I wish there were more on tactics and their execution. Very light on social media.

I bought this book for my online class every time i attempt to search a word it turns off I can only flip through the pages i can't highlight or make notes if I click anything other than the next page or previous page button it shuts off. I don't know if you've tried it but studying for a test without a damn book is really hard I want to know who i can call about this because I am very unhappy and upset with this purchase I didn't pay 71 dollars for this.

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