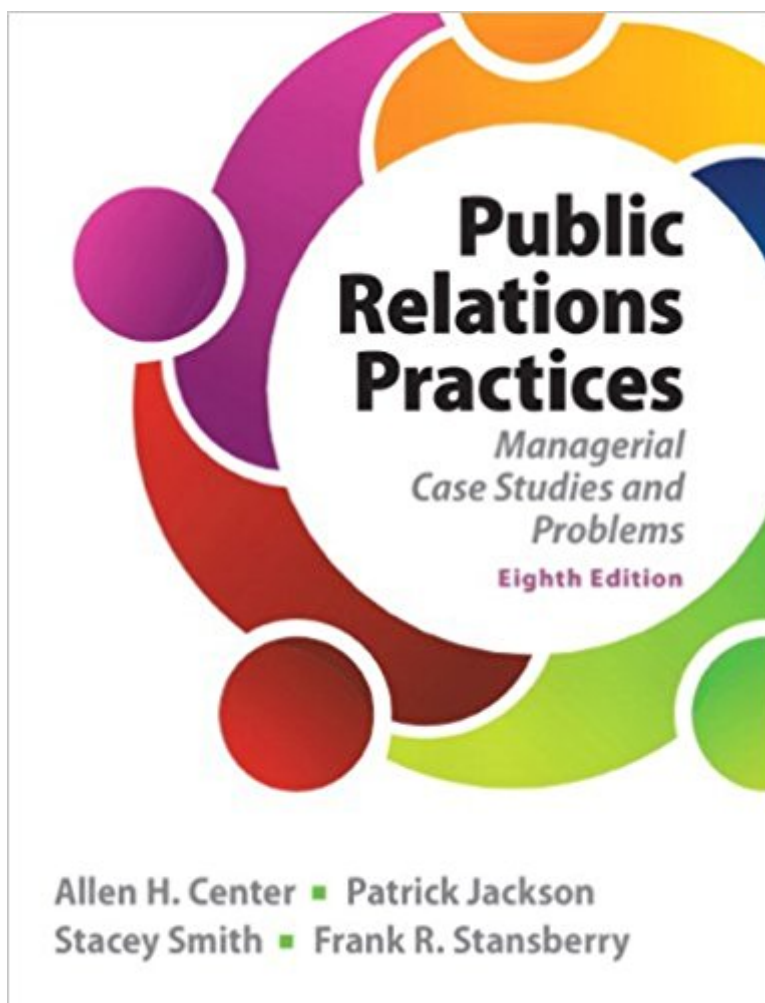


The book was found

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: 7 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: #41,796 in Books (See Top 100 in Books) #38 in Books > Business & Money > Marketing & Sales > Public Relations #1850 in Books > Textbooks > Business & Finance

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

Public Relations Practices (8th Edition) An Overview to the Public Relations Function (Public Relations Collection) Public Relations and Social Media for the Curious: Why Study Public Relations and Social Media? (A Decision-Making Guide to College Majors, Research & Scholarships, and Career Success) Labor Relations in the Public Sector, Fifth Edition (Public Administration and Public Policy) Public Relations Writing and Media Techniques, Books a la Carte (8th Edition) Public Relations Writing: The Essentials of Style and Format, 8th edition Barron's Mechanical Aptitude and Spatial Relations Test, 3rd Edition (Barron's Mechanical Aptitude & Spatial Relations Test) Organizational Behavior and Public Management, Third Edition, Revised and Expanded (Public Administration and Public Policy) Public Administration and Law, Third Edition (Public Administration and Public Policy) Master The Mechanical Aptitude and Spatial Relations Test (Mechanical Aptitude and Spatial Relations Tests) A Strategic Understanding of UN Economic Sanctions: International Relations, Law and Development (Routledge Advances in International Relations and Global Politics) Contemporary U.S.-Latin American Relations: Cooperation or Conflict in the 21st Century? (Contemporary Inter-American Relations) Globalism and Comparative Public

Administration (Public Administration and Public Policy) Police Community Relations and The Administration of Justice (8th Edition) Infants, Children, and Adolescents (8th Edition) (Berk & Meyers, The Infants, Children, and Adolescents Series, 8th Edition) Infants and Children: Prenatal through Middle Childhood (8th Edition) (Berk & Meyers, The Infants, Children, and Adolescents Series, 8th Edition) Florida Real Estate Principles, Practices and Law, 33rd Edition (Florida Real Estate Principles, Practices & Law) Public Relations Case Studies from Around the World (2nd Edition) Primer of Public Relations Research, Third Edition THINK Public Relations (2nd Edition)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)