

## Public Relations For Dummies, 2nd Edition

Public Relations For Dummies John Wiley & Sons

Public Relations and Social Theory broadens the theoretical scope of public relations through its application of the works of prominent social theorists to the study of public relations. The volume focuses on the work of key social theorists, including Jürgen Habermas, Niklas Luhmann, Michel Foucault, Ulrich Beck, Pierre Bourdieu, Anthony Giddens, Robert Putnam, Erving Goffman, Peter L. Berger, Gayatri Chakravorty Spivak, Bruno Latour, Leon Mayhew, Dorothy Smith and Max Weber. Unique in its approach, the collection demonstrates how the theories of these scholars come to bear on the understanding of public relations as a social activity. Understanding public relations in its societal context entails a focus on such concepts as trust, legitimacy, understanding, and reflection, as well as on issues of power, behavior, and language. Each chapter is devoted to an individual theorist, providing an overview of that theorist's key concepts and contributions, and exploring how these concepts can be applied to public relations as a practice. Each chapter also includes a box giving a short and concise presentation of the theorist, along with recommendation of key works and secondary literature. Overall, this volume will enhance understanding of theories and their applications in public relations, expanding the breadth and depth of the theoretic foundations of public relations. It will be of great interest to scholars and graduate students in public relations and strategic communication.

With the proliferation of digital and social media, there has never been a more dynamic time to engage with marketing communications - and never has the integration of marketing communications (marcoms) principles into a strategic marketing plan been more challenging. Even the best product in the world won't sell without the right reach to your potential customers and the right message to engage them. This textbook applies a uniquely practical approach to the topic so that, whilst a structured overview of planning, development, implementation and evaluation of marketing communications is in place, the detailed cases made available by the Institute for Practitioners in Advertising (IPA) show how actual challenges faced by professionals in the field were addressed. This book will help you to develop the skills you need to turn theory into the right integrated communication plan, in order to succeed in an increasingly competitive environment. Aided by a veritable wealth of pedagogical features, Marketing Communications will be essential reading for both students and professionals in marketing, communications and public relations. This textbook also benefits from a companion website which includes a comprehensive instructor's guide with PowerPoint slides, testbank questions and answer checklists.

The new standard for public relations in Canada The most current coverage of social and new media strategies Public Relations in the Digital Age presents a clear, engaging, and contemporary picture of public relations principles while seamlessly integrating technical and cultural shifts. Examining classical foundations and the modern landscape, this Canadian edition approaches basic PR knowledge in a way that reflects today's participatory communication environment.

A Practical Guide to the Basics

Running a Public Relations Department

Introduction to Strategic Public Relations

Introducing Public Relations

Strategies for Public Relations and Marketing

Public Relations For Dummies

***This is your guide to the basics of public relations: where it came from, what it means and what issues the industry faces today. It takes readers from the origins of PR all the way to the newest theoretical debates, explaining along the way the changes and development of the role of the PR practitioner. With interviews and 'day in the life' examples from a wide range of professionals in the industry, students will learn what PR practitioners do, what they think, and how the industry really works.***

***Designed to serve as a comprehensive, primary text for research methods courses in advertising and/or public relations programs, this book concentrates on the uses and applications of research in advertising and public relations situations. The authors' goal is to provide the information needed by future practitioners to commission and apply research to their work problems in advertising and public relations.***

***This volume is the first to illustrate the application of rhetorical theory and critical perspectives to explain public relations practices. It provides a systematic and coherent statement of the critical guidelines and philosophical underpinnings of public relations and as such should guide pedagogy and practice. It also supplies pedagogic and critical standards with which to meet the needs of an increasingly sophisticated society that tends to reject all of public relations as propaganda. With the enormous amount of money spent on product publicity and public policy debates, this book gives practitioners a sense of whether their public relations campaigns make a contribution to the organizational bottom line by means of achieving the timeless standards of the art of rhetoric.***

***In the world of business, public relations affects all types of organization, however large or small, commercial or non-commercial. In this practical guide, Philip Henslowe, a public relations expert, takes the reader through the process of creating a PR campaign. He provides a valuable overview of the main areas of work involved, including: Planning and outsourcing Business writing Working with printers, photographers and designers Promotions, functions and other events Crisis management New developments in technology Assessment and evaluation This fully updated second edition now includes new information on professional advisers, spin doctors, PR in local government, financial PR, the advent of corporate social responsibility, and developments in technology. Public Relations: A Practical Guide to the Basics is endorsed by the Institute of Public Relations as a start-up guide to PR. Ideal too for the small or developing business, the book will serve as an indispensable reference tool for PR and non-PR professionals.***

***Professional Guidelines, Concepts and Integrations***

***Theory and Practice***

***A Relational Approach To the Study and Practice of Public Relations***

***Concepts, Principles, and Applications***

***The Evolution of Public Relations***

***Online Public Relations***

**The emergence of relationship management as a paradigm for public relations scholarship and practice necessitates an examination of precisely what public relations achieves -- its definition, function and value, and the benefits it generates. Promoting the view that public relations provides value to organizations, publics, and societies through relationships, Public Relations as Relationship Management takes a in-depth look at organization-public relationships and explores the strategies**

that can be employed to cultivate and maintain them. Expanding on the work published in the first edition, this thoroughly up-to-date volume covers such specialized areas of public relations as non-profit organizations, shareholder relations, lobbying, employee relations, and risk management. It expands the reader's ability to understand, conceptualize, theorize, and measure public relations through the presentation of state-of-the-art research and examples of the use of the relationship paradigm. Developed for scholars, researchers, and advanced students in public relations, *Public Relations as Relationship Management* provides a contemporary perspective on the role of relationships in public relations, and encourages further research and study.

Whether you're a student of public relations, someone who hopes to break into one of today's most popular growth industries or someone who wants to understand PR better, this book is for you. The new and fully-updated second edition of this acclaimed textbook takes account of the rapid change in the PR industry, including a thoroughly revised and expanded chapter on digital PR. It offers a guide to public relations, spanning all aspects of PR work, including fashion, events management, crisis communications, politics, celebrity PR and corporate communications. It combines essential practical guidance with a thought-provoking analysis of this exciting but enigmatic industry, its ethical dilemmas and the role it plays in the contemporary world – not least its controversial but crucial relationship with the media. With a wealth of international examples, *PR Today* offers a fresh, lively and realistic perspective on its subject, based on the authors' rare combination of top level experience, insider knowledge and years of teaching and writing about PR. All PR, whether for charities or arms manufacturers, is weak propaganda. Though it has its undeniable benefits (it grabs attention and helps circulate more information), it also has costs (such as selective messaging). This extensively revised edition of a classic text fully investigates PR, updating and expanding earlier arguments and building upon the successful first edition with new thoughts, data and evidence. Thought-provoking and stimulating, *Rethinking Public Relations 2nd Edition* challenges conventional PR wisdom. It develops the accepted thinking on the most important question facing PR - its relationship with democracy - and finds a balance of advantages and disadvantages which leave a residue of concern. It tackles topical issues such as: PR as a form of propaganda which flourishes in a democracy the connections between PR and journalism the media, promotions culture and persuasion. Designed to appeal to final year undergraduates, postgraduates and researchers studying public relations, media and communications studies, this book explores the most important relationship PR has – the connection with democracy – and asks what benefits or costs it brings to politics, markets and the media. *Public Relations Writing: Principles in Practice* is a comprehensive core text that guides students from the most basic foundations of public relations writing-research, planning, ethics, organizational culture, law, and design-through the production of actual, effective public relations materials. The Second Edition focuses on identifying and writing public relations messages and examines how public

**relations messages differ from other messages.**

**The Public Relations Handbook**

**Public Relations As Relationship Management**

**The Authoritative Guide to Public Relations**

**Rhetorical and Critical Approaches to Public Relations II**

**PR Today**

The internet has totally revolutionized the practice of public relations. This revolution has not only affected the way PR professionals communicate but has changed the nature of communication itself. This thoroughly revised, second edition of *Online Public Relations* shows readers how to use this potent and energizing medium intelligently and effectively. David Phillips explores the growth of social media sites such as Facebook, MySpace, Bebo, Flickr etc, and of virtual environments, virtual communities, information sharing sites and blogs. PR practitioners must now explore and experiment with new technologies and new ways of thinking to get their message across - and an environment which has been made far more transparent, due to social media. Other topics covered include new models of information exchange, commercial implications of the internet, how social media impacts on PR strategy, developing online PR strategies, risks and opportunities and CSR. This second edition is a timely and authoritative overview of the new online PR. Any PR professional wanting to conduct business in the modern interconnected world will regard this book as a must.

Getting a public relations campaign or programme off the ground can seem an overwhelming task. But, as with any project, the secret of success lies in good planning and effective management. This fully updated second edition of *Planning and Managing Public Relations Campaigns* provides a blueprint for all practitioners. It describes how to initiate and manage the ongoing development of a programme in a structured way to benefit both the organization and its clients. Practical and easy to read, the book takes the form of a step-by-step guide, covering many vital areas including: the public relations function; starting the planning process; research and analysis; setting objectives; strategy and tactics; timescales and resources; evaluation and review. Packed with numerous case studies, the book demonstrates a 10-point plan for ensuring successful campaigns and programmes. By using the techniques presented here, public relations practitioners will be able to drive events instead of being driven by them. Endorsed by the Institute of Public Relations, *Planning and Managing Public Relations Campaigns* is vital reading for students, practitioners or managers who want a definitive guide to the planning and management process.

*Exploring Public Relations* is the definitive academic text on Public Relations. This second edition continues to provide a critical analysis of the subject and a sophisticated blend of theory with real life, and includes many case studies, activity exercises, discussion questions and full colour photographs to illustrate the discussions in the text.

Winner of the 2019 Textbook & Academic Authors Association's The Most Promising New Textbook Award How can public relations play a more active role in the betterment of society? *Introduction to Strategic Public Relations: Digital, Global, and Socially Responsible Communication* prepares you for success in today's fast-changing PR environment. Recognizing that developments in technology, business, and culture require a fresh approach, Janis T. Page and Lawrence Parnell have written a practical introductory text that aligns these shifts with the body of knowledge from which the discipline of public relations was built. Because the practice of public relations is rooted in credibility, the authors believe that you must become ethical and socially responsible communicators more

concerned with building trust and respect with diverse communities than with creating throwaway content. The authors balance this approach with a focus on communication theory, history, process, and practice and on understanding how these apply to strategic public relations planning, as well as on learning how to create a believable and persuasive message. Key Features Chapter-opening Scenarios capture your attention by discussing current PR challenges—such as the Wells Fargo cross-selling, VW emissions cover-up, and P&G’s “Like a Girl” campaign—and thus frame the chapter content and encourage active reading. At the end of the chapter, you explore various aspects of socially responsible communication to “solve” the PR challenge. Socially Responsible Case Studies in each chapter illustrate the key responsibilities of a modern public relations professional such as media relations, crisis communications, employee communications, applied communications research, and corporate and government-specific communications. Each case features problem-solving questions to encourage critical thinking. Social Responsibility in Action boxes feature short, specific social responsibility cases—such as Universals’ #NoFoodWasted, Nespresso in South Sudan, and Merck’s collaboration with AIDS activists—to highlight best practices and effective tactics, showing the link between sound public relations strategy and meaningful social responsibility programs. Insight boxes spark classroom discussion on particularly important or unique topics in each chapter. Personality Profile boxes will inspire you with stories from PR veterans and rising stars such as the U.S. CEO of Burson-Marsteller, the Chief Communication Officer of the United Nations Foundation, and the Executive VP at HavasPR.

The Digital Age

PR Propaganda and Democracy

Marketing Communications

Advertising and Public Relations Research

Social Media and Crisis Communication

How to develop a public relations strategy that works!

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 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.

The second edition of Political Public Relations offers an interdisciplinary overview of the latest theory and research in the still emerging field of political public relations. The book continues its international orientation in order to fully contextualize the field amidst the various political and communication systems today. Existing chapters have been updated and new chapters added to reflect evolving trends such as the rise of digital and social media, increasing political polarization, and the growth of political populism. As a singular contribution to scholarship in public relations and political communication, this volume serves as an important catalyst for future theory and research. This volume is ideal for researchers and courses at the intersection of public relations, political communication, and political science.

In this updated edition of the successful Public Relations Handbook, a detailed introduction to the theories and practices of the public relations industry is given. Broad in scope, it; traces the history and development of public relations, explores ethical issues which affect the industry, examines its

relationships with politics, lobbying organisations and journalism, assesses its professionalism and regulation, and advises on training and entry into the profession. It includes: interviews with press officers and PR agents about their working practices case studies, examples, press releases and illustrations from a range of campaigns including Railtrack, Marks and Spencer, Guinness and the Metropolitan Police specialist chapters on financial public relations, global PR, business ethics, on-line promotion and the challenges of new technology over twenty illustrations from recent PR campaigns. In this revised and updated practical text, Alison Theaker successfully combines theoretical and organisational frameworks for studying public relations with examples of how the industry works in practice.

So, you need to create an advertising campaign that brings in more customers, adds more dollars to your bottom line, and validates all the reasons you went into business in the first place. But how can you make your ad look and sound like champagne if your budget can only afford beer? Are you wasting your time trying to sell ice to an Eskimo? The world of advertising can seem like a daunting place—but it doesn't have to be. Advertising for Dummies coaches you through the process and shows you how to: Identify and reach your target audience Define and position your message Get the most bang for your buck Produce great ads for every medium Buy the different media Create buzz and use publicity Research and evaluate your competition Advertising for Dummies offers newbies a real-world look at the ins and outs of advertising—from online and print to TV, radio, and outdoor formats—to show you how you can easily develop and execute a successful campaign on any budget. Plus, you'll find a glossary of common buzzwords you may encounter along the way so you can talk the talk like the advertising guru you (almost) are! With simple tips on how to write memorable ads and timeless lessons from the legends, this book is packed with everything you need to have people from New York to Los Angeles whistling your jingle.

Encyclopedia of Public Relations

Qualitative Research Methods in Public Relations and Marketing Communications

Planning and Managing Public Relations Campaigns

Public Relations in the Digital Age, 1Ce

Growth Hacking For Dummies

Public Relations Case Studies from Around the World (2nd Edition)

*'This has always been the definitive text for PR in Australia. Public Relations: Theory and Practice is the complete companion for new and not-so-new practitioners. I'll be keeping a copy on my bookshelf.'* - Tracy Jones, FPRIA former president, Public Relations Institute of Australia *Public relations is a dynamic and rapidly growing field which offers a variety of career paths. Whether you're building the public image of an organisation, developing news and social media strategies, or managing issues for a company or political party, you need strong communication skills and a sound understanding of public relations processes. In this widely used introduction to professional practice, leading academics and practitioners outline the core principles of public relations in business, government and the third sectors. They show how to develop effective public relations strategies and explain how to research, run and evaluate a successful public relations campaign. Drawing on a range of*

communication and public relations theories, they discuss how to work with key publics, using all forms of media for maximum impact. It is richly illustrated with examples and case studies from Australia, New Zealand, Asia and other countries. Public Relations has been substantially revised and includes newly written chapters on social media, tactics, integrated marketing communication, risk and crisis communication, public relations history, corporate and investor public relations, and law, as well as a new glossary of theoretical terms.

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.

When initially published in 2005, the two-volume Encyclopedia of Public Relations was the first and most authoritative compilation of the subject. It remains the sole reference source for any library serving patrons in business, communication, and journalism as it explores the evolution of the field with examples describing the events, changing practices, and key figures who developed and expanded the profession. Reader's Guide topics include Crisis Communications & Management, Cyberspace, Ethics, Global Public Relations, Groups, History, Jargon, Management, Media, News, Organizations, Relations, Reports,

*Research, and Theories & Models. Led by renowned editor Robert L. Heath, with advisory editors and contributors from around the world, the set is designed to reach a wide array of student readers who will go on to serve as opinion leaders for improving the image and ethics of the practice. The Second Edition continues to explore key challenges facing the profession, such as earning the trust and respect of critics and the general public. Much greater emphasis and space will be placed on a theme that was just emerging when the First Edition appeared: the Internet and social media as public relations tools. International coverage and representation has been greatly expanded, as well. Finally, biographies (which are now widely available on the Web) have been deleted to give room to areas of enhanced coverage, and biographical material are included where appropriate within the context of topical entries. However, a long entry on women pioneers in public relations has been included as an appendix.*

*The second edition of the Public Relations Writer's Handbook offers a simple, step-by-step approach to creating a wide range of writing, from basic news releases, pitch letters, biographies, and media alerts, to more complex and sophisticated speeches, media campaign proposals, crisis responses, and in-house publications. In addition, the thoroughly expanded and updated second edition shows how to keep up with the best practices of the public relations profession, as well as with the speed made possible and required by the digital age.*

*Evaluating Public Relations*

*Public Relations and Social Theory*

*Social Media Campaigns*

*Issues and strategies*

*Advertising For Dummies*

*Political Public Relations*

**Social Media and Crisis Communication provides a unique and timely contribution to the field of crisis communication by addressing how social media are influencing the practice of crisis communication. The book, with a collection of chapters contributed by leading communication researchers, covers the current and emerging interplay of social media and crisis communication, recent theories and frameworks, overviews of dominant research streams, applications in specific crisis areas, and future directions. Both the theoretical and the practical are discussed, providing a volume that**

appeals to both academic-minded readers as well as professionals at the managerial, decision-making level. The audience includes public relations and corporate communication scholars, graduate students studying social media and crisis communication, researchers, crisis managers working in communication departments, and business leaders who make strategic business communication planning. No other volume has provided the overarching synthesis of information regarding the field of crisis communication and social media that this book contains. Incorporated in this volume is the recent Social-mediated Crisis Communication Model developed by the editors and their co-authors, which serves as a framework for crisis and issues management in a rapidly evolving media landscape.

Public relations and the media are in a time of major change. The rise of social media, altered media platforms, evolving legislative environments and new models of communication have altered not only the working environments of public relations and the news and entertainment media, but also many aspects of how these industries work together. Media Relations provides a practical and thorough introduction to media work in this changing environment. Based on a solid understanding of media culture and theory, Jane Johnston shows how to steer a path between the technical and human elements of media relations. She drills down into the different types of media, analysing their applications, strengths and weaknesses, and shows how to target your message to the right media outlets, whether national television, community radio, celebrity magazines or influential blogs. This second edition has been revised throughout and includes new case studies, and new chapters on digital and social media, media campaigns, and legal and ethical considerations. 'Media Relations: Issues and Strategies is written in an engaging, easy to understand style. It provides excellent examples and cases of media relations.' - Global Media Journal

In the second edition of their award-winning book, W. Timothy Coombs and Sherry J. Holladay provide a broad and thorough look at the field of public relations in the world today and assess its positive and negative impact on society's values, knowledge, and perceptions. Uses a range of global, contemporary examples, from multi-national corporations through to the non-profit sector Updated to include discussion of new issues, such as the role and limitations of social media; the emergence of Issues Management; how private politics is shaping corporate behavior; and the rise of global activism and the complications of working in a global world Covers the search within the profession for a definition of PR, including the Melbourne Mandate and Barcelona Principles Balanced, well organized, and clearly written

by two leading scholars

A practical, highly accessible guide for novice researchers conducting qualitative research in public relations and marketing communications, this book guides the reader through all aspects of the research process.

**The Practice of Government Public Relations**

**Principles in Practice**

**Public Relations Writing**

**Rethinking Public Relations**

**Public Relations in Society**

**Exploring Public Relations**

*Everyday Public Relations for Lawyers, 2nd Edition*

*(AttorneyatWork.com, 2019), is a no-nonsense, practical guide with hands-on advice on all the critical aspects of public relations, from the dos and don'ts of media relations to controlling your message to harnessing the power of the internet. Public relations and communications specialist Gina Rubel covers everything you need to know about promoting yourself, your firm and your practice:*

*\*\*Start your PR journey by walking through the strategic planning process. \*\* Learn how to establish ethical and measurable public relations goals and objectives. \*\*Define how you want to be perceived, identify your key messages, and determine your target audiences. \*\*Execute your plan with effective communications and smart media outreach. Practical Guidance for Seasoned Lawyers, New Associates, and Law Students. The updated and expanded second edition includes everything you need to know about modern law firm public relations: \*\* Chapter 1: Everyday Public Relations for Lawyers: A Primer \*\* Chapter 2: Steps in Law Firm Public Relations Planning \*\* Chapter 3: Putting the Media to Work for You \*\* Chapter 4: Writing for Thought Leadership \*\* Chapter 5: Leveraging Speaking Engagements \*\* Chapter 6: Special Events that Get Attention \*\* Chapter 7: Law Firm Awards, Ratings, and Directories \*\* Chapter 8: Media Outreach Tools Chapter \*\* 9: Leave a Lasting Impression Chapter 10: Social Media Engagement \*\* Chapter 11: How to Measure Public Relations \*\* Chapter 12: Legal Marketing Ethics \*\* Chapter 13: Planning for a Crisis. Attorney at Work, Publisher.*

*Along with such traditional management tools as budgeting, HR, planning, and leadership, The Practice of Government Public Relations, Second Edition demonstrates that the 21st-*

century government administrator needs new tools to address the changing context of government communication. It provides public managers with an understanding of the uses of public relations as tools to advance the goals of public agencies, including media relations, an informed public, public branding, listening to the citizenry, and crisis management. While no manager can be an expert in all aspects of public administration, this book will help managers know what external communications tools are available to them for advancing the mission and results of their agencies. The authors argue that government public relations activities can serve three broad purposes: mandatory activities, which support governance; optional activities, which offer a pragmatic means of improving policy outcomes, inputs, and impacts; and dangerous but powerful activities, which may serve political interests. The book focuses on practitioners throughout the public sector, including the U.S. federal government, state and local governments, and public administrators outside of the U.S. Several new chapters address the use of digital communications as social media and the resultant rapid diffusion of information has transformed the responsibility, accessibility, and vulnerability of government communications. In addition, two new chapters examine the topic of branding, its growing influence in the public sector, and how it can be used to connect with citizens and increase public engagement. *The Practice of Government Public Relations, Second Edition* is designed to help government managers at various levels of administration looking to specialize in public relations, those assigned to communications offices, and program managers seeking innovative and cost-effective ways to implement their programmatic missions. It will also be of interest to students of public administration who will become the government workers of the future. The case studies in this book, many of which have won national or international awards, represent an impressive scope of public relations practice - from public diplomacy to corporate social responsibility to community relations to tourism to fundraising. They include best practices of multinational corporations, non-governmental organizations and governmental agencies around the world. Over the past four decades, a series of PR campaigns have

*helped to shape popular culture and influence public opinion. Campaigns that Shook the World provides the inside story on the pivotal PR campaigns of the past four decades, following and celebrating the maturation and expansion of the PR industry towards today's practice. It examines ten of these campaigns in detail from the 1970s to the present day, explaining their strategy and tactics, looking at the imagery and icons they created and interviewing the powerful, flamboyant personalities who crafted and executed these seminal projects. Each chapter is built around extended case studies including Thatcherism (1979), New Labour, The Royal Family, The Rolling Stones (1981), David Beckham, London 2012, Product [RED], The Obama Campaign (2008) and Dove Real Beauty. Featuring campaigns by Saatchi & Saatchi, Bell Pottinger, Ogilvy, Freuds, Pitch and other well-known agencies, Campaigns that Shook the World grapples with PR's uneasy place at the nexus of politics and celebrity, holding the best campaigns up to scrutiny and showcasing just how powerful PR can be as an instrument of change, for the good, and at times for the less than good. It contains insights from Alastair Campbell, Lord Tim Bell, Alan Edwards, Paddy Harverson, Matthew Freud and many others.*

*A Practical Guide to Developing an Online Strategy in the World of Social Media*

*Digital, Global, and Socially Responsible Communication*  
*Public Relations*

*An Insider's Guide To Career Opportunities*

*Campaigns that Shook the World*

*Media Relations*

Good management practice is essential if a PR department is to be highly valued and cost effective. This updated edition aims to show business practitioners exactly how this can be achieved. The result is a hands-on guide offering accessible and practical advice for PR activity.

This second edition of *An Overview of the Public Relations Function* examines current thought to help busy managers and students master the most important concepts of management in communication quickly, accessibly, and with an eye to helping an organization achieve excellence through cutting-edge, research-based strategic public relations management. This book acquaints the manager with the lexicon of the field and provides research on the theory of public relations, its sub-functions, such as research or public affairs, and the ethical guideline CERT formula: Credibility, Ethics, Relationships, Trust. It also examines the role of the chief communications officer (CCO) and leadership, organizational culture, structure, effectiveness, managing stakeholders and publics, using research to create strategy, and the four-step process of public relations management

(“RACE”). Finally, the authors discuss the advanced management concepts of issues management, specialization in the sectors of public relations, managing values, deontological ethics, conducting moral analyses, and counseling management. They review what research found in regard to the most excellent ways to manage public relations and relationships: both beginning and ending with ethics.

**Evaluating Public Relations** advises PR practitioners at all levels how to demonstrate clearly and objectively to their clients and managers the impact that their work has. The authors draw on both their practical and academic experience to discuss a diverse range of evaluation methods and strategies, illustrating them throughout with award winning case studies and interviews. Fully revised and updated, the second edition of this book allows practitioners to more closely monitor and evaluate their campaigns and helps them develop more robust campaign strategies. This edition includes new information on: online evaluation; measuring relationships; practitioner culture, evaluation procedures and structures; payment by results; econometrics; word of mouth. Covering both theory and practice, **Evaluating Public Relations** is a handbook for both students and experienced practitioners.

**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 media relations \* Get print, TV, radio, and Internet coverage \* Manage a PR crisis

**Everyday Public Relations for Lawyers, 2nd Edition**

**Making It in Public Relations**

**Fundamentals of Public Relations**

**The Public Relations Writer's Handbook**

**An Overview of The Public Relations Function, Second Edition**

**It's Not Just PR**

Hack your business growth the scientific way Airbnb. Uber. Spotify. To join the big fish in the disruptive digital shark tank you need to get beyond siloed sales and marketing approaches. You have to move ahead fast—with input from your whole organization—or die. Since the early 2010s, growth hacking culture has developed as the way to achieve this, pulling together multiple talents—product managers, data analysts, programmers, creatives, and yes, marketers—to build a lean, mean, iterative machine that delivers the swift sustainable growth you need to stay alive and beat the competition. **Growth Hacking for Dummies** provides a blueprint for building the machine from the ground-up, whether you're a fledgling organization looking for ways to outperform big budgets and research teams, or an established business wanting to apply emerging techniques to your process. Written by a growth thought leader who learned from the original growth hacking gurus, you'll soon be an expert in the tech world innovations that make this the proven route to the big time: iteration,

constant testing, agile approaches, and flexible responses to your customers' evolving needs. Soup to nuts: get a full overview of the growth hacking process and tools Appliance of science: how to build and implement concept-testing models Coming together: pick up best practices for building a cross-disciplinary team Follow the data: find out what your customers really want You know you can't just stay still—start moving ahead by developing the growth hacking mindset that'll help you win big and leave the competition dead in the water!

The PR Masterclass is written by former newspaper, magazine and digital journalist Alex Singleton, who is now a prominent PR trainer and consultant. It reveals the secrets of effective PR and shows how to put in place a practical, reliable and successful media strategy for your product, business or activity – one that delivers the greatest results. Through the book, you get to discover how to develop and pitch effective newsworthy material, regardless of your budget. The PR Masterclass is aimed at PR professionals as well as small business owners and entrepreneurs implementing a PR strategy. "PR can do more for your money than any other marketing tool. But very few people understand how to use it. Alex does because he has been at the receiving end. So will you if you read this remarkably practical book." —Drayton Bird, author, Commonsense Direct and Digital Marketing "The lessons contained within The PR Masterclass should be plastered over the walls of organisations seeking to utilise the media effectively for their campaigns. This book is a must-have reference point." —Ryan Bourne, CityAM columnist and Head of Economic Research, Centre for Policy Studies "This is an important book about public relations and how the media is changing. Singleton is a straight-talking journalist-turned-practitioner who pulls no punches. He calls on the industry to grow up and adopt the rigour of a professional discipline. It's a call to action that I wholly heartedly support. You should read The PR Masterclass if you're new to public relations or work in the profession and want to continue doing so." —Stephen Waddington, European director, Ketchum, and 2014 President of the Chartered Institute of Public Relations (CIPR) "Provides all you need to know about securing press coverage." —Fraser Seitel, O'Dwyer's PR magazine "Every page is packed with insight and practical advice." —Steve Harrison, co-founder, Harrison Troughton Wunderman "Written in a no-nonsense style, every chapter contains a mine of information about the subject. What's more, it's clear that Alex knows the business inside out. This is the kind of book you need to have close at hand. Do what it says, and you'll be miles ahead with your PR." —James Hammond, brand consultant "Alex Singleton's book on public relations strategy is an excellent practical guide to the real world of PR." —Ray Hiebert, Editor, Public Relations Review

Fundamentals of Public Relations: Professional Guidelines, Concepts and

Integrations, Second Edition focuses on the basic theories and principles involved in the practice of public relations and describes how public relations functions in adapting an organization to its social, political, and economic environment. Practical guidelines for implementing public relations activities are given. This book is comprised of 30 chapters and begins with an assessment of the nature of public relations, including its function and its ecological concept. Historical highlights in the field of public relations are also presented. Subsequent chapters explore five dialogues that emphasize critical problems affecting the practice of public relations: the first covers the role of the chief executive officer in public relations; the second deals with corporate social responsibility; the third shows the attitudes of labor on the question of jobs versus the environment; the fourth reports on problems of protecting the environment; and the fifth takes a searching look at the energy crisis. This monograph is designed to serve as a basic text for students of public relations and those who are in need of a refresher or even an introduction to the subject of public relations.

This new edition continues to give students a foundation in the principles of digital audience engagement and data metrics across platforms, preparing them to adapt to the quickly evolving world of digital media. It takes students through the processes of social listening, strategic design, creative engagement, and evaluation, with expert insights from social media professionals. Thoroughly updated, this second edition includes:

- new strategies to guide students in the initial campaign planning phase
- added content on influencers, social care teams, and newsjacking
- coverage of research evaluation, the implications of findings, and articulating the ROI
- expanded discussion of ethical considerations in campaign design and data collection and analysis.

The book is suited to both undergraduate and post-graduate students as a primary text for courses in social/digital media marketing and public relations or a secondary text in broader public relations and marketing campaign planning and writing courses. Accompanying online resources include chapter reviews with suggestions for further resources; instructor guides; in-class exercises; a sample syllabus, assignments, and exams; and lecture slides. Visit [www.routledge.com/9780367896201](http://www.routledge.com/9780367896201)

A Best Practice Guide to Public Relations Planning, Research & Evaluation  
A Strategic Approach  
Key Figures and Concepts  
The PR Masterclass