



PR Today

By Morris, Trevor / Goldsworthy, Simon

Book Condition: New. Publisher/Verlag: Palgrave Macmillan | The Authoritative Guide to Public Relations | A comprehensive textbook from an established and high profile author team, which offers full coverage of PR theory and strategies, whilst also giving practical guidance for anyone in a PR role. New edition includes extended coverage of digital marketing, a stronger theoretical grounding and updated international case studies throughout. | 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...



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