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## Public Relations Strategy, Theory, and Cases: Praxis at Its Best (Paperback)

By Tricia Hansen-Horn, Adam E. Horn

Peter Lang Publishing Inc, United States, 2018. Paperback. Condition: New. New edition. Language: English . Brand New Book. Presenting a robust introduction to public relations strategy, this book helps readers explore their perceptions of what strategy is or might be; highlights influencers of strategic decision making such as distinctions among B2B, B2C, and B2G as well as public relations roles and organization types; discusses the education and training value and limitations of the popular case study; and provides a easy-to-understand overview of four theories important for every student (academic and non-academic) of public relations to understand. Excellence theory, contingency theory, rhetorical theory, and social capital theory are introduced. In the spirit of praxis (the application of theory to practice), the authors provide theory-specific and other relevant keys for use as the reader seeks to apply what is read to actual public relations cases. As might be expected, highly structured case studies that clearly distinguish between objectives, strategies and tactics are included for the purposes of education and training. The featured set of case studies includes: March of Dimes Rebrand; Inside Pediatrics Children s Mercy Kansas City; Vanity Fair Women Who Do LiftTOUR; TouchNet + Heartland; WeatherTech Public Relations Super Bowl...



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