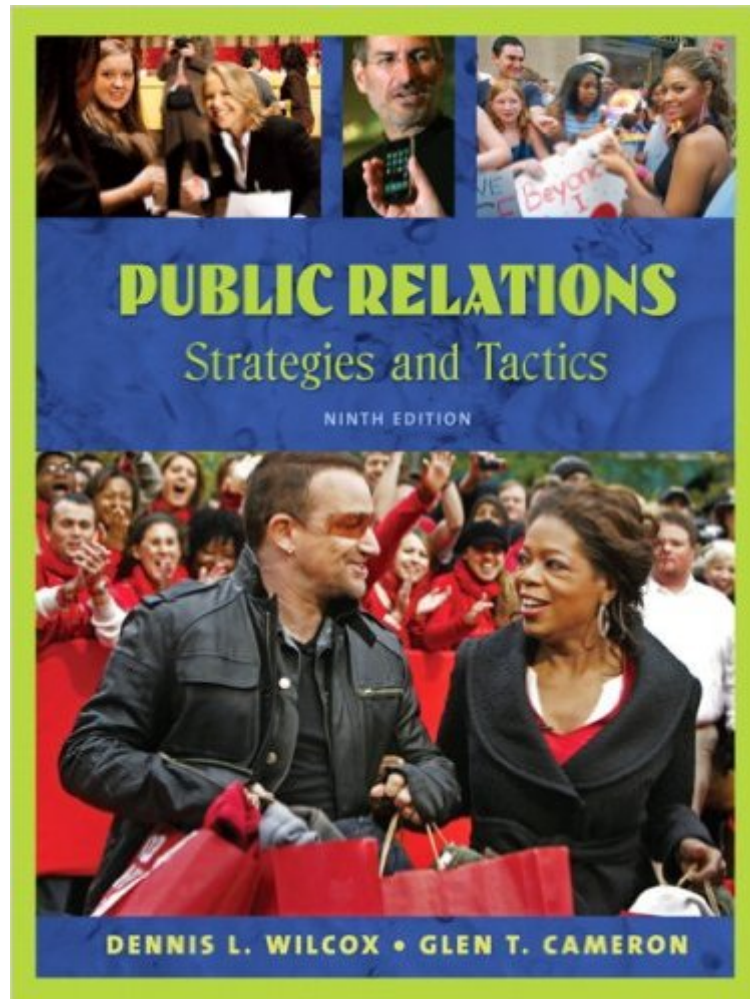


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Public Relations: Strategies And Tactics (9th Edition)



Synopsis

Comprehensive and current, Public Relations: Strategies and Tactics 9/e helps readers better understand the basic concepts, strategies, and tactics practiced in public relations today. In its ninth edition, Public Relations: Strategies and Tactics combines numerous real-life case studies with fundamental concepts of the field to help readers relate theory to the actual practice of public relations. The text is grounded in scholarship and includes references to landmark studies and time-honored public relations techniques. Written in a disarming and accessible style, this edition focuses on the application of technology and encourages readers to think about creative uses of new media.

Book Information

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Customer Reviews

I've been told, that the tenth edition is a great improvement in the chapters about modern media (internet, social networking sites, etc) are a great improvement over the ninth edition. Personally, I never had to get the 9th edition so I wouldn't know, although reading from the description I am glad that this one is offered in hardcover as opposed to paperback textbooks. It's a textbook. Your professor requires it, you rent it (or buy it, if you're wealthy or are focusing in PR) and you should use every opportunity to suck the marrow out of it (particularly if you are renting it) because there is a wealth of information!

This book did not go into public relations in detail enough for the entertainment field as the cover of

the book leads you to believe. The description of the book did not indicate that this was a watered down version of Public Relations topics and no true strategies for the case studies. The entertainment field was covered without citing enough examples. The rest of the book appeared to be a very simplistic or freshmen level introduction to the topic that would also need to be taught by an experienced public relations professional or expert to give this book some life. The book only is not enough to fully understand and bring to life the public relations field for a graduate student. I bought it for \$5, it is worth that amount, and it was enough to satisfy my basic curiosity on the subject.

Excellent resource for brushing up in preparation for the APR exam. Replete with contemporary, relevant examples. Best of all, the publishers did a great job on the TOC so you can quickly navigate through the book.

I purchased this book because i was taking classes for public relations but its crazy this is like a high school textbook. its really bigger than a normal book its a textbook but other than that you can really learn alot. no scratches or writings in the book when i got it despite the age of the book.

I have used previous editions in the classroom but this one is even more thorough and has up-to-date examples which make it even more interesting. Worth keeping as a desk reference even if you aren't a PR person!

Highly readable and understandable introduction to the public relations field. Thorough documentation, and highly useful case studies and information from international (e.g. non-U.S.) sources.

I purchased this book because I needed it for a class while in college. It was cheaper than the campus book store. The delivery time was much shorter. This book was user friendly, colorful, concise, readable font size and comprehensible. I donated my book to an academic library.

How about Pearson Education, taking a best selling PR book and adding tear-out quizzes! ...for free! This is a typical publisher ploy where they sell the profs on this free added value; but what they don't tell the professor is that this is how they force students to always buy new. What a racket. And I don't just blame Pearson; Cengage Learning is probably the worst offender but they all do

it.Professors, do the right thing and adopt the non-consumable version of this textbook. Ask your Pearson rep to supply the quizzes so that you can print them and hand them out in class and tell them that you won't partake in the screwing of college students.

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