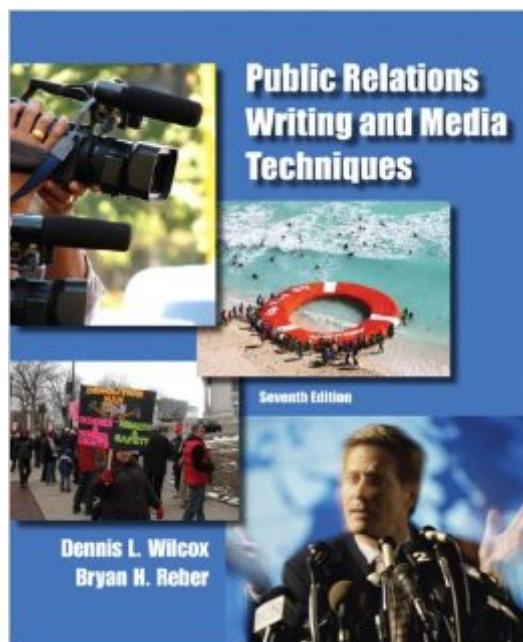


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Public Relations Writing And Media Techniques (7th Edition)



Synopsis

The most comprehensive and up-to-date public relations writing text available has just been updated in its 7th edition. With real-world examples of award-winning work by PR professionals, Public Relations Writing and Media Techniques continues to help readers master the many techniques needed to reach a variety of audiences in today's digital age. This book emphasizes the nuts and bolts of writing, producing, and distributing public relations materials through traditional and social media, making it valuable to public relation professionals and students alike.

Book Information

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I was required to purchase this textbook for a PR class and it proved to be very helpful. There are clear, relatable examples that have made the learning process easier. It felt more like a reference guide than a textbook.

textbook for a course i'm taking - excellent reference for all forms of written communications, plus strategies for media.this is one book i will NOT sell back.highly recommended.

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