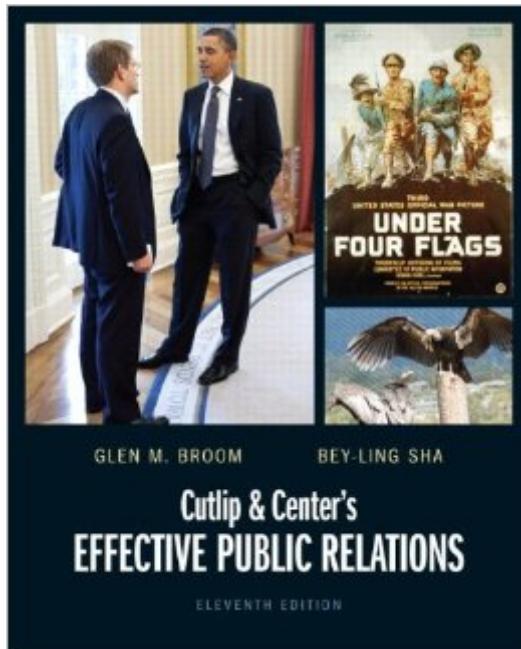


The book was found

Cutlip And Center's Effective Public Relations (11th Edition)



Synopsis

Cutlip & Center offers students the gold standard in public relations, providing the most up-to-date reference in the market. This edition features several new chapters, examples, and information on how social media and globalization are shaping PR.

Book Information

Paperback: 456 pages

Publisher: Pearson; 11 edition (July 2, 2012)

Language: English

ISBN-10: 0132669153

ISBN-13: 978-0132669153

Product Dimensions: 7.9 x 0.9 x 9.9 inches

Shipping Weight: 1.7 pounds (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 starsÂ See all reviewsÂ (13 customer reviews)

Best Sellers Rank: #35,742 in Books (See Top 100 in Books) #15 inÂ Books > Business & Money > Marketing & Sales > Public Relations #712 inÂ Books > Textbooks > Business & Finance #10214 inÂ Books > Reference

Customer Reviews

I rented this during the process of studying for my Accreditation in Public Relations. This was my first time renting from and I was pleased with that experience. I also enjoyed the book a lot. I have a degree in PR but have been out of school for 14 years so this was a great refresher course. The book is pretty interesting and easy to read. The best news, I passed my APR exam!

Book is mandatory for class. But, I was taken aback by the writing and easy to use areas that made studying easier. I only had to flag certain areas within the book and I was easily able to manipulate through it to find correlating information.

I'm still reading and studying. It is current and well done including the study guides at the end of each chapter. It's also nice to see that the general misconceptions of what public relations professionals do, are not isolated to small communities like mine but an industry-wide issue. Luckily these misconceptions are being replaced by respect in the c suites of major corporations.

I am using this textbook in my new principles in accreditation in public relations beta class and it

covers every aspect of public relations in a way that is easy to understand. I recommend it for basic PR classes.

Obviously a highly regarded PR text. It is required for the Dinfos PAQC, the Defense Information School of Journalism, Public Affairs Qualification Course. I agree the book has excellent content, but my problem is with the lack of sufficient alternate formats. It's remarkably easy to throw up a Kindle version since the print version is already complete. It seems a bit shocking that given the highly technical nature of digital publishing, all of us live in the digital world, but our textbook isn't digital. Odd.

Brand new, great condition. Just wish publisher used A little care paper because you cannot highlight on it without it going through

The go-to book for those of us in public relations or gaining our accreditation.

[Download to continue reading...](#)

Cutlip and Center's Effective Public Relations (11th Edition) A Practitioner's Guide to Public Relations Research, Measurement and Evaluation (Public Relations Collection) A Practitioner's Guide to Public Relations Research, Measurement and Evaluation (Public Relations Collection) The Public Relations Strategic Toolkit: An Essential Guide to Successful Public Relations Practice Public Relations: Strategies and Tactics (11th Edition) Public Relations: Strategies and Tactics, Books a la Carte (11th Edition) The Practice of Public Relations (11th Edition) Effective Public Relations (9th Edition) Strategic Communications Planning for Effective Public Relations and Marketing Strategic Public Relations Management: Planning and Managing Effective Communication Campaigns (Routledge Communication Series) Barron's Mechanical Aptitude and Spatial Relations Test, 3rd Edition (Barron's Mechanical Aptitude & Spatial Relations Test) Master The Mechanical Aptitude and Spatial Relations Test (Mechanical Aptitude and Spatial Relations Tests) Research Methods in Public Administration and Public Management: An Introduction (Routledge Masters in Public Management) Essential Case Studies In Public Health: Putting Public Health into Practice (Essential Public Health) The City in a Garden: A Photographic History of Chicago's Parks (Center for American Places - Center Books on Chicago and Environs) ICMI's Pocket Guide to Call Center Management Terms: The Essential Reference for Contact Center, Help Desk and Customer Care Professionals Public Relations: Strategies and Tactics, Study Edition (9th Edition) CCNA Data Center - Introducing Cisco Data Center Networking Study Guide: Exam 640-911 Labor Relations

and Collective Bargaining: Private and Public Sectors (10th Edition) Public Relations: Strategies and Tactics (10th Edition)

[Dmca](#)