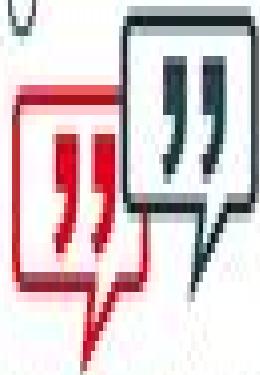


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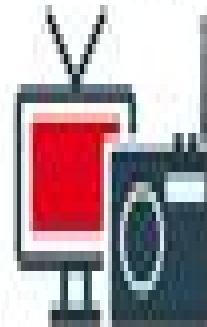
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Managing Public Relations

Singh, Anurag, Duhan, Punita

Managing Public Relations:

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Managing Public Relations Peter M. Smudde,2014-11-01 Focusing on the day to day matters of running a PR operation Managing Public Relations is the first book to balance both corporate and agency needs while addressing the management of a public relations function Its unique approach stresses the function of PR within the larger scope of business showing students how to think like their future bosses and colleagues and making them more competitive in today s job market Features Gives students the business know how they need in order to succeed in public relations Directly applies current foundational research to the day to day management concerns of public relations operations allowing students to connect theory to practice in a demanding environment Balances coverage of both agency and corporate for profit non profit non governmental and governmental organizations public relations operations Executive Viewpoints first person testimonials from actual PR executives bring concepts methods and tools to life for readers as they realize how senior managers work and why Rich pedagogy in each chapter assists students in their reading A Companion Website offers resources for students and instructors and an Instructor s Manual is available to adopters please see the preface for details

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The Public Relations Strategic Toolkit Alison Theaker,Heather Yaxley,2017-10-12 The Public Relations Strategic Toolkit presents guidance to instruct and educate students and professionals of public relations and corporate communications Alison Theaker and Heather Yaxley cover every aspect of critical practice including definitions of public relations key theoretical concepts and both original and established methodological approaches Case studies and interviews are featured to provide real world context and advice for professional development The new edition is fully revised with brand new case studies and updated content which reflect significant developments in theory and contemporary practice It puts particular emphasis on the use of technology including automation and social media in current public relations planning corporate communications and stakeholder engagement The book is divided into four parts covering the profession public relations planning corporate communication and stakeholder engagement Features include definitions of key terms contemporary case studies interviews with practitioners handy checklists practical activities and assignments By combining theory and practice with an invaluable insight from experts in the field this guide will introduce readers to all the professional skills needed for a career in public relations The Global Public Relations Handbook, Revised and Expanded Edition Krishnamurthy Sriramesh,Dejan Vercic,2009-01-13 Expanding on the theoretical framework for studying and practicing public relations around the world The Global Public Relations Handbook Revised and Expanded Edition extends the discussion in the first volume on the history development and current status of the public relations industry from a global perspective This revised edition offers twenty new chapters in addition to the original contents It includes fourteen additional country or regionally focused chapters exploring public relations practice in Africa Asia Europe and the Americas Contributors use a theoretical framework to present information on the public relations industry in their countries and regions They also focus on such

factors as the status of public relations education in their respective countries and professionalism and ethics Each country specific chapter includes a case study typifying public relations practice in that country Additional new chapters discuss political economy activism international public relations and United Nations public affairs *Managing Public Relations and Brand Image through Social Media* Singh, Anurag, Duhan, Punita, 2016-05-16 Each consumer now has the power to be a journalist reviewer and whistle blower The prevalence of social media has made it possible to alter a brand's reputation with a single viral post or spark a political movement with a hashtag This new landscape requires a strategic plasticity and careful consideration of how the public will react to an organization's actions Participation in social media is mandatory for a brand's success in this highly competitive online era *Managing Public Relations and Brand Image through Social Media* provides the latest research and theoretical framework necessary to find ease in the shifting public relations and reputation management worlds It provides an overview of the tools and skills necessary to deftly sidestep public affronts and to effectively use online outlets to enhance an organization's visibility and reputation This publication targets policy makers website developers students and educators of public relations PR and advertising professionals and organizations who wish to better understand the effects of social media *Public Relations and Communication Management* Krishnamurthy Sriramesh, Ansgar

Zerfass, Jeong-Nam Kim, 2013-06-07 *Public Relations and Communication Management* serves as a festschrift honoring the work of public relations scholars James E Grunig and Larissa A Grunig Between them the Grunigs have published 12 books and more than 330 articles book chapters and various academic and professional publications and have supervised 34 doctoral dissertations and 105 master's theses This volume recognizes the Grunig's contributions to public relations scholarship over the past four decades To honor the Grunig's scholarship this volume continues to expand their body of work with essays from renowned colleagues former students and research associates The chapters discuss current trends in the field as well as emerging issues that drive the field forward Sample topics include theories and future aspects of the behavioral strategic management approach to managing public relations and its linkages and implications to related subfields and key field issues Contributions stimulate academic discussion and demonstrate the relevance of applied theories for the practice of public relations and communication management with up to date concepts theories and thoughts *On*

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Strategic Public Relations Management Erica Weintraub Austin,Bruce E Pinkleton,Bruce E. Pinkleton,2006-11-06

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Department Mike Beard,Institute of Public Relations (Great Britain),2001 Good management practice is essential if a PR department is to be highly valued and cost effective This updated edition aims to show business practitioners exactly how this can be achieved The result is a hands on guide offering accessible and practical advice for PR activity **Public Relations Practices** Allen H. Center,Frank E. Walsh,1985

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