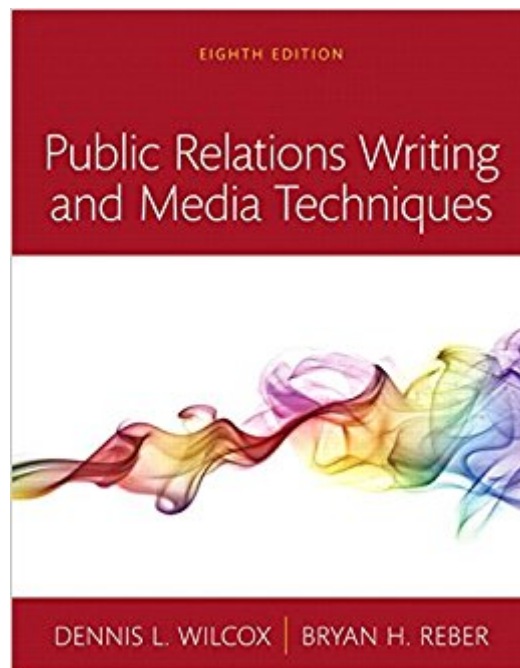


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# Public Relations Writing And Media Techniques, Books A La Carte (8th Edition)



## Synopsis

NOTE: This edition features the same content as the traditional text in a convenient, three-hole-punched, loose-leaf version. Books a la Carte also offer a great value—this format costs significantly less than a new textbook. *Public Relations Writing and Media Techniques* is the most comprehensive and up-to-date PR writing text available, with real-world examples of outstanding work and winning campaigns by public relations professionals. The text thoroughly integrates new communication technologies—the Internet, Webcasting, etc.—and shows students the many techniques currently in use to reach a variety of audiences. Clearly written and well-organized, this book places emphasis on the nuts and bolts of daily work in public relations, giving students step-by-step procedures for creating and distributing a variety of successful public relations materials. An engaging and highly effective text for students, *Public Relations Writing and Media Techniques* is also an invaluable resource for public relations practitioners.

## Book Information

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Average Customer Review: 4.1 out of 5 stars 16 customer reviews

Best Sellers Rank: #41,110 in Books (See Top 100 in Books) #36 in Books > Business & Money > Marketing & Sales > Public Relations #117 in Books > Textbooks > Humanities > Performing Arts > Theater #206 in Books > Arts & Photography > Performing Arts > Theater

## Customer Reviews

Book looked great when it arrived. No missing pages or bad damage. Got the job done!

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.

Good book with a lot of good content in it.

Not very informative. Pretty basic overview of concepts with no real detail. For that reason not really helpful as a textbook.

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.

Book came as described. Thank you.

I needed this text for a PR class I am taking. It has some very relevant examples and it is very clear so reading it is not so bad. I was required to buy it for class - but I have enjoyed learning from it.

Great!! No complaints.

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