



Public Relations: Theory and Practice

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This fully updated guide to the theory and practice of public relations outlines the profession's core principles and explains how to develop a variety of public relation strategies. Drawing on recent communication theory, this explains partnering with the media, including how to effectively integrate print, electronic, and other forms of communication to reach specific groups and individuals. Employing timely case schedules, this book stresses the complexities of internal and community relations as well as a number of keys to crisis and event management.

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