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THINK Public Relations (2nd Edition)



Synopsis

-- THINK Currency.Â THINK Relevancy.Â THINK Public Relations. Â The engaging visual design of THINK Public Relations provides an introduction to the field of public relations that successfully blends theory and practice in an easy-to-read format.Â Students are introduced to exciting and innovative public relations campaign examples in the context of relevant theory and core concepts that they will need to succeed in the world of public relations. The authors offer a practical approach to the study of public relations and emphasize competition and conflict management, while providing a concise, comprehensive overview of the profession. Â A better teaching and learning experience This program will provide a better teaching and learning experienceâ "for you and your students.Â Hereâ ™s how: Improve Critical Thinkingâ "Questions and cases throughout the text encourage students to think critically about public relations topics. Engage Studentsâ "An appealing visual design and real-world applications engage students in the material. Apply Ethicsâ " Feature boxes introduce readers to the important ethical and legal issues facing public relations practitioners today. Â

Book Information

Paperback: 416 pages

Publisher: Pearson; 2 edition (August 8, 2012)

Language: English

ISBN-10: 0205857256

ISBN-13: 978-0205857258

Product Dimensions: 8.4 x 0.8 x 10.6 inches

Shipping Weight: 1.8 pounds (View shipping rates and policies)

Average Customer Review: 3.5 out of 5 stars 24 customer reviews

Best Sellers Rank: #3,354 in Books (See Top 100 in Books) #1 inÂ Books > Business & Money > Marketing & Sales > Public Relations #111 inÂ Books > Textbooks > Business & Finance

Customer Reviews

Dennis L. Wilcox, Ph.D., is professor emeritus of public relations and past director of the School of Journalism and Mass Communications at San Jose State University, California. He is a Fellow and accredited (APR) member of the Public Relations Society of America (PRSA), former chair of the PRSA Educatorâ ™s Academy, and past chair of the public Â-relations division of Association for Education in Journalism and Mass Communication (AEJMC). Dr. Wilcox has written six books, including being the lead author of Public Relations Strategies and Tactics and Public Relations

Writing and Media Techniques. His honors include PRSA's "Outstanding Educator," the Xifra-Award from the University of Girona (Spain), and an honorary doctorate from the University of Bucharest. He is active in the International Public Relations Association (IPRA) and a member of the Arthur W. Page Society, a group of senior communication executives. Dr. Wilcox regularly consults and gives lectures and workshops to students and professionals in a variety of nations.

Glen T. Cameron, Ph.D., is Gregory Chair in Journalism - Research and founder of the Health Communication - Research Center at the University of Missouri. Dr. Cameron has authored more than 300 articles, chapters, award-winning conference - papers, and books on public relations topics. A popular lecturer internationally, Dr. Cameron has received the Baskett-Mosse and Pathfinder awards for - career achievement. The University of - Missouri honored him in 2006 with the 21st Century Corps of Discovery Lectureship, which is given once each year by a globally recognized campus scholar. Dr. Cameron's ongoing public - relations - experience includes his management of more than \$42 million in external funding of health public relations projects from sources such as the - National Institutes of Health, the National Cancer Institute, Missouri Foundation for Health, the U.S. - Department of Agriculture, the Centers for Disease Control and Prevention, the U.S Department of Defense, and Monsanto. Whenever he can, Dr. Cameron enjoys the rivers and mountains of his native Montana as well as wild spots around the world.

Bryan H. Reber, Ph.D., is associate professor of public - relations at the University of Georgia, Grady College of Journalism and Mass Communication. Dr. Reber teaches courses that offer an introduction to public relations, management, writing, and campaigns. On the graduate level, he teaches classes in topics including management, persuasion, campaign research, and public opinion. His research focuses on public relations theory, practice, pedagogy, and health communication and has been published in the Journal of Public Relations Research, Journalism and Mass Communication Quarterly, Journal of Health Communication, Public Relations Review, and Journal of Broadcasting and Electronic Media. Dr. Reber regularly presents his research at national and international academic conferences. He is the co-author of two books: *Gaining Influence in Public Relations* and *Public Relations - Today: Managing Competition and Conflict*. Dr. Reber worked for 15 years in public relations at Bethel College, Kansas. He has conducted research for the Sierra Club, Ketchum, and the Georgia Hospital Association, among - others.

Jae-Hwa Shin, Ph.D., Mph., is associate professor in the School of Mass Communication and Journalism at the University of Southern Mississippi. Dr. Shin is widely recognized as a prolific researcher in the field of public relations and has - actively participated in the emerging development of public relations theory. She co-authored *Public Relations - Today: Managing*

Conflict and Competition, a text that incorporates her research, teaching, and professional experience. In addition, she has published her research in peer-reviewed journals such as Public Relations Review, Journalism & Mass Communication Quarterly, Science Communication Journal, and Journal of Communication in Health Care. Dr. Shin is an active presenter at national and international conferences such as those sponsored by the International Communication Association, National Communication Association, and Association for Education in Journalism and Mass Communication. Prior to her teaching at the University of Southern Mississippi, she worked as the Public Relations Director for the Korea Economic Research Institute of the Federation of Korean Industries.

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good reader, must read

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