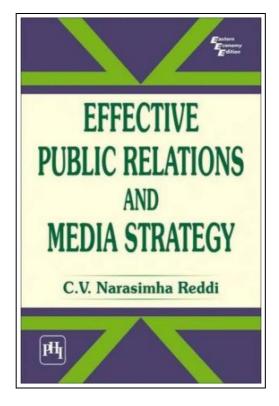
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EFFECTIVE PUBLIC RELATIONS AND MEDIA STRATEGY



PHI Learning, 2009. Softcover. Condition: New. First edition. This comprehensive book, written in an easy to understand language, aims at not only equipping the reader with the necessary tools for building a career in public relations but also assisting him or her in becoming an effective Public Relations Manager. The book strives to cater to the different areas of public relations such as public relations in banks, tourism, NGOs, public transport, municipal government, media, and global public relations. In this text, Professor Narasimha Reddi compresses within the covers of a single volume his many decades of teaching and professional experience. He gives a masterly exposition of the theory and best practices of the profession. Divided into five parts, the book gives a clear analysis of the multi-dimensional aspects of public relations and communication, practices, and the different public relations media. KEY FEATURES? Provides teaching aids for easy understanding of the subject such as points to remember and review questions? Gives Seven Case Studies that reflect employee relations, media relations, customer relations, and crisis management. These would greatly help students know the practical aspects of public relations. The book is primarily intended as a text for students of Public Relations, Journalism, Mass Communication, and Advertising. In addition, it should be of great benefit to the teaching community and public relations practitioners. CONTENTS: Preface Part One: PRINCIPLES OF PUBLIC RELATIONS AND COMMUNICATION 1 What is Public Relations? 2 Communication 3 Evolution of Public Relations 4 Principles of Public Relations 5 Strategic Public Relations 6 Public Relations Departments and Agencies Part Two: PUBLIC RELATIONS PRACTICE 7 Public Relations Process: Four Stages 8 Corporate Public Relations in Police, Banks, and Tourism 13 Public...



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