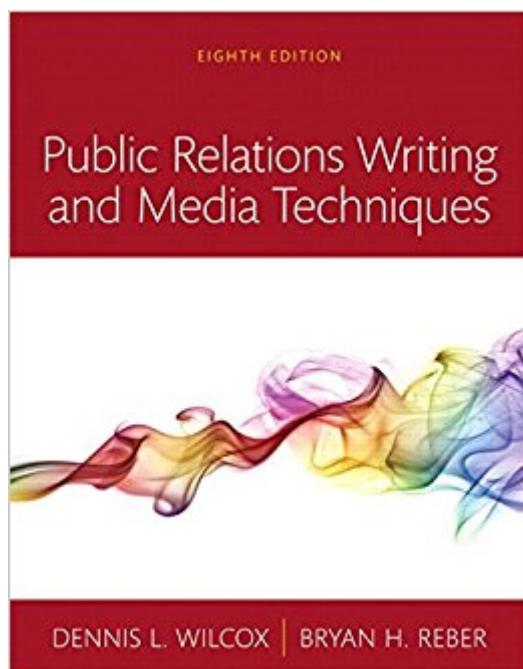


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# Public Relations Writing And Media Techniques, Books A La Carte (8th Edition)



## **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 valueâ "this format costs significantly less than a new textbook. Â "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. Â "The text thoroughly integrates new communication technologiesâ "the Internet, Webcasting, etc.â "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**

Loose Leaf: 384 pages

Publisher: Pearson; 8 edition (September 27, 2015)

Language: English

ISBN-10: 0134010493

ISBN-13: 978-0134010496

Product Dimensions: 8.3 x 0.5 x 10.8 inches

Shipping Weight: 1.3 pounds (View shipping rates and policies)

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 inÂ Books > Business & Money > Marketing & Sales > Public Relations #117 inÂ Books > Textbooks > Humanities > Performing Arts > Theater #206 inÂ 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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