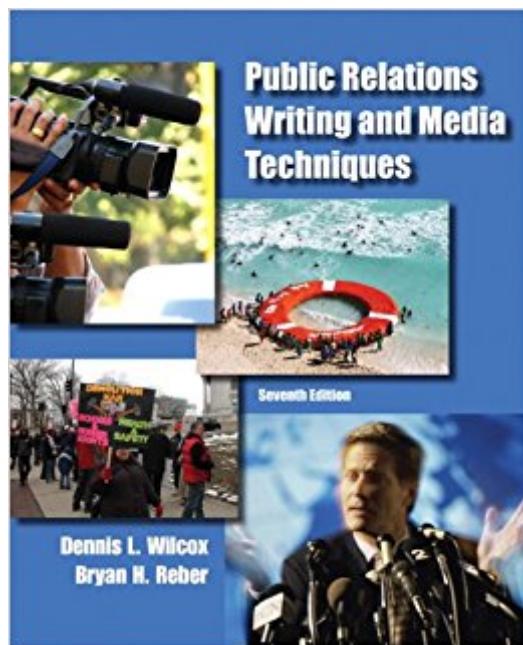


The book was found

# Public Relations Writing And Media Techniques (7th Edition)



## **Synopsis**

The most comprehensive and up-to-date public relations writing text available has just been updated in its 7th edition. With real-world examples of award-winning work by PR professionals, Public Relations Writing and Media Techniques continues to help readers master the many techniques needed to reach a variety of audiences in today's digital age. This book emphasizes the nuts and bolts of writing, producing, and distributing public relations materials through traditional and social media, making it valuable to public relation professionals and students alike.

## **Book Information**

Paperback: 560 pages

Publisher: Pearson; 7 edition (February 3, 2012)

Language: English

ISBN-10: 0205211674

ISBN-13: 978-0205211678

Product Dimensions: 7.3 x 1.3 x 8.9 inches

Shipping Weight: 2 pounds (View shipping rates and policies)

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

Best Sellers Rank: #46,838 in Books (See Top 100 in Books) #43 in Books > Business & Money > Marketing & Sales > Public Relations #63 in Books > Business & Money > Skills > Business Writing #136 in Books > Textbooks > Humanities > 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.

[Download to continue reading...](#)

Public Relations and Social Media for the Curious: Why Study Public Relations and Social Media? (A Decision-Making Guide to College Majors, Research & Scholarships, and Career Success) Public Relations Writing and Media Techniques (7th Edition) Public Relations Writing and Media Techniques, Books a la Carte (8th Edition) Public Relations Writing and Media Techniques An Overview to the Public Relations Function (Public Relations Collection) Social Media: Master Social Media Marketing - Facebook, Twitter, Youtube & Instagram (Social Media, Social Media Marketing, Facebook, Twitter, Youtube, Instagram, Pinterest) Labor Relations in the Public Sector, Fifth Edition (Public Administration and Public Policy) Becoming a Public Relations Writer: Strategic Writing for Emerging and Established Media Strategic Writing: Multimedia Writing for Public Relations, Advertising, and More Shoot, Edit, Share: Video Production for Mass Media, Marketing, Advertising, and Public Relations Social Media Campaigns: Strategies for Public Relations and Marketing Cases in Public Relations Management: The Rise of Social Media and Activism Public Relations Online: Lasting Concepts for Changing Media Sport Beyond Television: The Internet, Digital Media and the Rise of Networked Media Sport (Routledge Research in Cultural and Media Studies) Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram: Social Media, Network Marketing, Book 1 Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat (Social Media, Social Media Marketing) Social Media: 30 Marketing Strategies for Facebook, Twitter and Instagram (Social Media, Facebook, Twitter, Instagram, Social Media Marketing) Public Relations Writing: The Essentials of Style and Format, 8th edition Mass Communication: Living in a Media World (Media and Public Opinion), 4th Edition Communications Writing and Design: The Integrated Manual for Marketing, Advertising, and Public Relations

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)