



Public Relations: Principles and Practice

By Philip J. Kitchen

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The text examines in detail the theory behind the principles and practice of public relations. The book draws on the opinions, views, expertise and understanding of a range of practitioners and theorists. Information is supported by case vignettes, detailed case studies and end-of-chapter questions; to tackle the issues involved in the principles of public relations as we begin the new millennia. The text will help students and practitioners develop knowledge and skills in the arena of public relations.

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Editorial Review

Review

1. Introduction and Overview of Public Relations 2. The Role and Function of Public Relations in Organizations 3. The Evolution of Public Relations: Principles and Practice 4. A Strategic Perspective for Public Relations 5. Internal Communications Media 6. Public Relations: The External Publics Context 7. External Public Relations Activities 8. Corporate Social Responsibility: Reputation and Image 9. Financial and Investor Public Relations 10. Government and Lobbying Activities 11. Corporate Advertising: The Generic Image 12. Issues and Crisis Management - Fail Safe Procedures 13. The Interaction Between Public Relations and Marketing 14. The Emergence of Marketing PR 15. Developing a Research Framework: Inductive vs Deductive 16. Measuring the Success Rate: Evaluating the PR Process and PR Programmes 17. Roles and Function: Principles and Practice Revisited Appendix 1: Bibliography Appendix 2: Index

About the Author

Professor Philip J. Kitchen, Martin Naughton Chair in Business Strategy, Queen's University of Belfast.

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