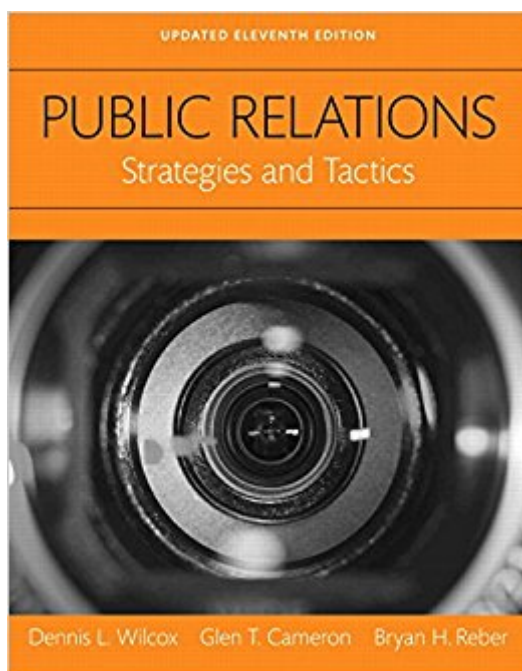


The book was found

Public Relations: Strategies And Tactics, Books A La Carte (11th 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 value—this format costs significantly less than a new textbook. Before purchasing, check with your instructor or review your course syllabus to ensure that you select the correct ISBN. **Public Relations: Strategies and Tactics** Clearly explains the basic concepts, strategies, and tactics of today's public relations practice. **Public Relations: Strategies and Tactics** uses real-world case studies and examples to explain the basic concepts and theory behind modern public relations practice. This comprehensive text is grounded in scholarship and includes references to landmark studies and time-honored public relations techniques. The writing is geared to undergraduates, and many colorful charts and photos are used to enhance major concepts.

Book Information

Loose Leaf: 432 pages

Publisher: Pearson; 11 edition (October 2, 2015)

Language: English

ISBN-10: 0134003551

ISBN-13: 978-0134003559

Product Dimensions: 8.3 x 0.6 x 10.8 inches

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

Average Customer Review: 4.0 out of 5 stars 18 customer reviews

Best Sellers Rank: #87,574 in Books (See Top 100 in Books) #73 in Books > Business & Money > Marketing & Sales > Public Relations #358 in Books > Textbooks > Communication & Journalism > Communications #515 in Books > Reference > Words, Language & Grammar > Communication

Customer Reviews

This book is a great supplement to an introductory or intermediate college/university PR course. It is an easy read with great excerpts, contexts, and miscellaneous aspects that aid your reading and understanding. A lot of real-world examples are available which are most helpful to someone that has little experience in the real field. Furthermore, the book hits on very good points in an organized and structured manner. I liked the book so much that I have decided to read into it further after my course has ended and study more of it for tips, suggestions, and practice.

Heavy on strategy and high-level principles. I wish there were more on tactics and their execution. Very light on social media.

As promised. Studying for a certification. Good price.

One of my favorite books for my college classes this semester! Book came in looking new.

Nothing special about this book. Was purchased for a class. Has good information related to help anyone interested in Public Relations get a better understanding of it.

perfect condition and cheaper than the normal version (this is global but has no change from regular version)

I bought this in preparation for the APR test. It has a lot of good information and I use it regularly.

I am so happy with this book. It really made my semester. I am using it for teaching a PR class in Mexico, and it is just what I needed!!!!

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

Public Relations: Strategies and Tactics, Books a la Carte (11th Edition) Tactics Time! 1001 Chess Tactics from the Games of Everyday Chess Players (Tactics Time Chess Tactics Books) Tactics Time 2: 1001 Real Chess Tactics From Real Chess Games (Tactics Time Chess Tactics Books) Public Relations: Strategies and Tactics (11th Edition) Public Relations Writing and Media Techniques, Books a la Carte (8th Edition) Public Relations: Strategies and Tactics (10th Edition) Public Relations: A Values-Driven Approach, Books a la Carte (6th Edition) Strategies and Tactics for the MPRE (Multistate Professional Responsibility Exam) (Emanuel Bar Review) (Strategies & Tactics) Strategies and Tactics for the MBE (Strategies & Tactics for the MBE Book 1) 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: Strategies and Tactics An Overview to the Public Relations Function (Public Relations Collection) Labor Relations in the Public Sector, Fifth Edition (Public Administration and Public Policy) Prebles' Artforms Books a la Carte Edition (11th Edition) McKnight's Physical Geography: A Landscape Appreciation, Books a la Carte Edition (11th Edition) Finite Mathematics with Applications In the Management, Natural, and Social Sciences, Books a la Carte Plus NEW

MyMathLab with Pearson eText -- Access Card Package (11th Edition) Earth: An Introduction to Physical Geology, Books a la Carte Edition (11th Edition) Cutlip and Center's Effective Public Relations (11th Edition) Social Media Campaigns: Strategies for Public Relations and Marketing Public Relations Writing: Strategies & Structures

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)