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Public Relations



Synopsis

Engagement. Conversation. Influence. Transparency. Trust. Public Relations presents a clear, engaging and contemporary picture of public relations principles while seamlessly integrating technical and cultural shifts brought about by the rise of social media. Both its professional relevance and digital savvy make Public Relations the new standard for introductory public relations courses. Distinctive Features* Extended case studies in every chapter show students how to apply the chapter's core concepts* Ethics--including coverage of the six provisions in the Public Relations Society of America Code of Ethics--are discussed in every chapter* "In Case You Missed It" (ICYMI) boxes at the end of each chapter summarize practical tips, including important guidelines for social media use* Learning outcomes are aligned with the Universal Accreditation Board's competencies to ensure that the text is professionally relevant* Each chapter includes a "Voices from the Field" Q&A with a scholar, practitioner or social media influencer

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would strongly recommend Public Relations, primarily because of its digital emphasis, its pedagogical features, its emphasis on both strategic and tactical communications, and its relevancy to contemporary public relations practice."--Shirley Staples Carter, University of South Carolina

Tom Kelleher is Professor and Chair of the Department of Advertising at the University of Florida. Kelleher has published in many scholarly journals including Public Relations Review, Journal of Public Relations Research, and Journal of Communication.

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