Theaker

The Public Relations Handbook

The Public Relations Handbook provides an engaging, in-depth exploration of the dynamic and ever-evolving public relations (PR) industry. Split into three parts exploring key conceptual themes in public relations, this book offers an overview of topics including: strategic PR; politics and the media; media relations in the social media age; strategic communication management; PR ethics; activism and PR; and the effects of globalisation and technology on the field. This book also includes a discussion of critical themes in PR research and exploratory case studies of PR strategies in a variety of institutions, including the Royal Society of Chemistry, Corps Security and The Chartered Institute of Public Relations. Featuring wide-ranging contributions from key figures in the PR profession, this new edition presents fresh views on AI, social media curation, and 'the decline of media', and is packed with student-friendly features including clear chapter aims, discussion questions and further reading suggestions throughout. The Public Relations Handbook is an ideal resource for students of public relations, corporate and strategic communications, and marketing communications. This book is supported by additional instructor resources, including brand-new classroom activities for every chapter available at www.routledge.com/9781032852683.

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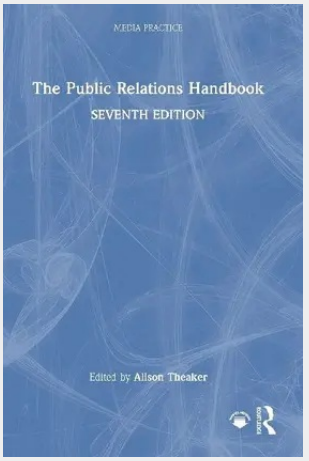

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