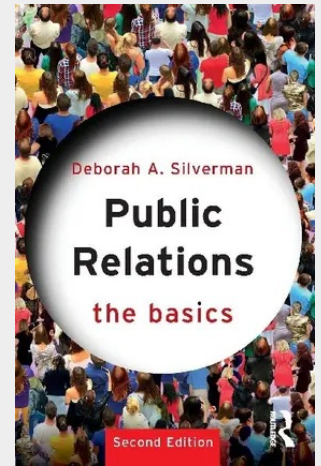


Public Relations

The Basics

This concise and accessible second edition introduces readers to one of the most exciting and fast-paced media industries: public relations—its history and current practice, the types of employment roles available, and practitioner job responsibilities including writing, research, and strategic planning. Orienting readers to this dynamic and engaging industry, this book gives readers the tools they need to consider career prospects and professional duties. It weaves case studies and practical examples with a brief but foundational look at communication theories helpful to a public relations professional. This edition continues to feature an overview of education for a public relations career, job opportunities, and tips for launching a career in public relations as well as addressing ethics, professionalism, and public relations writing. The four phases of public relations campaigns are also covered: research, strategy, tactics, and evaluation. Updates to this second edition include discussions of artificial intelligence; misinformation and disinformation; crisis communication; diversity, equity, and inclusion; corporate social responsibility; and the use of social media. This edition also incorporates new or updated international case studies throughout the text, ensuring that the book is relevant to a global audience, and features “PR Profiles” of four public relations leaders offering insights on the profession. Public Relations: The Basics, 2nd Edition is pitched to a variety of audiences interested in learning more about public relations, including general readers, students exploring career options, and guidance counselors and university career advisers.

This concise and accessible second edition introduces readers to one of the most exciting and fast-paced media industries: public relations. It will be of interest to a variety of audiences interested in learning more about public relations.

**34,40 €**

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