

The book was found

THINK Public Relations (2nd Edition)



Synopsis

-- THINK Currency.Ã Ã THINK Relevancy.Ã Ã THINK Public Relations.Ã Ã The engaging visual design of THINK Public Relations provides an introduction to the field of public relations that successfully blends theory and practice in an easy-to-read format.Ã Ã Students are introduced to exciting and innovative public relations campaign examples in the context of relevant theory and core concepts that they will need to succeed in the world of public relations. The authors offer a practical approach to the study of public relations and emphasize competition and conflict management, while providing a concise, comprehensive overview of the profession.Ã Ã A better teaching and learning experience This program will provide a better teaching and learning experienceÃ¢â€¢ for you and your students.Ã Ã HereÃ¢â€¢s how: Improve Critical ThinkingÃ¢â€¢ Questions and cases throughout the text encourage students to think critically about public relations topics. Engage StudentsÃ¢â€¢ An appealing visual design and real-world applications engage students in the material. Apply EthicsÃ¢â€¢ Feature boxes introduce readers to the important ethical and legal issues facing public relations practitioners today.Ã Ã

Book Information

Paperback: 416 pages

Publisher: Pearson; 2 edition (August 8, 2012)

Language: English

ISBN-10: 0205857256

ISBN-13: 978-0205857258

Product Dimensions: 8.4 x 0.8 x 10.6 inches

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

Average Customer Review: 3.5 out of 5 stars 24 customer reviews

Best Sellers Rank: #3,354 in Books (See Top 100 in Books) #1 inÃ Books > Business & Money > Marketing & Sales > Public Relations #111 inÃ Books > Textbooks > Business & Finance

Customer Reviews

Dennis L. Wilcox, Ph.D., is professor emeritus of public relations and past director of the School of Journalism and Mass Communications at San Jose State University, California. He is a Fellow and accredited (APR) member of the Public Relations Society of America (PRSA), former chair of the PRSA EducatorÃ¢â€¢s Academy, and past chair of the publicÃ relations division of Association for Education in Journalism and Mass Communication (AEJMC). Dr. Wilcox has written six books, including being the lead author of Public Relations Strategies and Tactics and Public

Relations Writing and Media Techniques. His honors include PRSA's "Outstanding Educator," the Xifra-Award from the University of Girona (Spain), and an honorary doctorate from the University of Bucharest. He is active in the International Public Relations Association (IPRA) and a member of the Arthur W. Page Society, a group of senior communication executives. Dr. Wilcox regularly consults and gives lectures and workshops to students and professionals in a variety of nations.
Glen T. Cameron, Ph.D., is Gregory Chair in Journalism and Research and founder of the Health Communication Research Center at the University of Missouri. Dr. Cameron has authored more than 300 articles, chapters, award-winning conference papers, and books on public relations topics. A popular lecturer internationally, Dr. Cameron has received the Baskett-Mosse and Pathfinder awards for career achievement. The University of Missouri honored him in 2006 with the 21st Century Corps of Discovery Lectureship, which is given once each year by a globally recognized campus scholar. Dr. Cameron's ongoing public relations experience includes his management of more than \$42 million in external funding of health public relations projects from sources such as the National Institutes of Health, the National Cancer Institute, Missouri Foundation for Health, the U.S. Department of Agriculture, the Centers for Disease Control and Prevention, the U.S. Department of Defense, and Monsanto. Whenever he can, Dr. Cameron enjoys the rivers and mountains of his native Montana as well as wild spots around the world.
Bryan H. Reber, Ph.D., is associate professor of public relations at the University of Georgia, Grady College of Journalism and Mass Communication. Dr. Reber teaches courses that offer an introduction to public relations, management, writing, and campaigns. On the graduate level, he teaches classes in topics including management, persuasion, campaign research, and public opinion. His research focuses on public relations theory, practice, pedagogy, and health communication and has been published in the *Journal of Public Relations Research*, *Journalism and Mass Communication Quarterly*, *Journal of Health Communication*, *Public Relations Review*, and *Journal of Broadcasting and Electronic Media*. Dr. Reber regularly presents his research at national and international academic conferences. He is the co-author of two books: *Gaining Influence in Public Relations and Public Relations Today: Managing Competition and Conflict*. Dr. Reber worked for 15 years in public relations at Bethel College, Kansas. He has conducted research for the Sierra Club, Ketchum, and the Georgia Hospital Association, among others.
Jae-Hwa Shin, Ph.D., Mph., is associate professor in the School of Mass Communication and Journalism at the University of Southern Mississippi. Dr. Shin is widely recognized as a prolific researcher in the field of public relations and has actively participated in the emerging development of public relations

theory. She co-authored Public Relations – Today: Managing Conflict and Competition, a text that incorporates her research, teaching, and professional experience. In addition, she has published her research in peer-reviewed journals such as Public Relations Review, Journalism & Mass Communication Quarterly, Science Communication Journal, and Journal of Communication in Health Care. Dr. Shin is an active presenter at national and international conferences such as those sponsored by the International Communication Association, National Communication Association, and Association for Education in Journalism and Mass Communication. Prior to her teaching at the University of Southern Mississippi, she worked as the Public Relations Director for the Korea Economic Research Institute of the Federation of Korean Industries.

This is not about the person who is selling the book on . It's about the author. I cannot continue to read after the first chapter of the book. I sometimes wonder if I'm actually learning a lot or half learning while listening to this author/ publishers whine.

Good book with a lot of good content in it.

Great book for PR students. It has a lot of real-life examples and is in no-way boring!

I rented this textbook and it's an easy read with good information. I got an A in my class and this book is so well put together that the information isn't scattered like other textbooks. Everything is where you expect it to be.

good reader, must read

I was not able to download this to my Kindle and there was no way to cancel it. I won't use this service again. Very disappointing.

My book is in awful condition.

Bought this book, "Used, Like new." Arrived sooner than expected. Condition is as promised. Turns out the text is an "Instructor Review" text, but it works just fine. For the price, I can't complain about anything.

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

An Overview to the Public Relations Function (Public Relations Collection) 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) THINK Public Relations (2nd Edition) Labor Relations in the Public Sector, Fifth Edition (Public Administration and Public Policy) Do You Think What You Think You Think?: The Ultimate Philosophical Handbook Public Relations Case Studies from Around the World (2nd Edition) Sport Public Relations - 2nd Edition: Managing Stakeholder Communication Barron's Mechanical Aptitude and Spatial Relations Test, 3rd Edition (Barron's Mechanical Aptitude & Spatial Relations Test) Organizational Behavior and Public Management, Third Edition, Revised and Expanded (Public Administration and Public Policy) Public Administration and Law, Third Edition (Public Administration and Public Policy) Master The Mechanical Aptitude and Spatial Relations Test (Mechanical Aptitude and Spatial Relations Tests) A Strategic Understanding of UN Economic Sanctions: International Relations, Law and Development (Routledge Advances in International Relations and Global Politics) Contemporary U.S.-Latin American Relations: Cooperation or Conflict in the 21st Century? (Contemporary Inter-American Relations) Globalism and Comparative Public Administration (Public Administration and Public Policy) Act Like a Lady, Think Like a Man, Expanded Edition CD: What Men Really Think About Love, Relationships, Intimacy, and Commitment The Ultimate Guide to Business Insurance - Restaurant Edition. If You Think You Are Not Liable, Think Again Act Like a Lady, Think Like a Man, Expanded Edition: What Men Really Think About Love, Relationships, Intimacy, and Commitment Brit-Think, Ameri-Think: A Transatlantic Survival Guide, Revised Edition Act like a Lady, Think like a Man: What Men Really Think About Love, Relationships, Intimacy, and Commitment How to Think Like Sherlock: Improve Your Powers of Observation, Memory and Deduction (How To Think Like series)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)