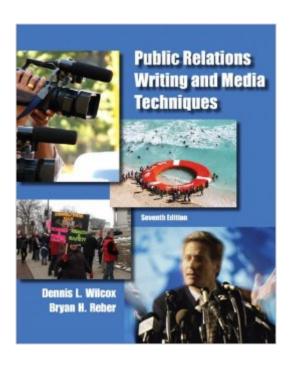
## The book was found

# Public Relations Writing And Media Techniques (7th Edition)





## **Synopsis**

The most comprehensive and up-to-date public relations writing text available has just been updated in its 7th edition. With real-world examples of award-winning work by PR professionals, Public Relations Writing and Media Techniques continues to help readers master the many techniques needed to reach a variety of audiences in today⠙s digital age. This book emphasizes the nuts and bolts of writing, producing, and distributing public relations materials through traditional and social media, making it valuable to public relation professionals and students alike.

#### **Book Information**

Paperback: 560 pages

Publisher: Pearson; 7 edition (February 3, 2012)

Language: English

ISBN-10: 0205211674

ISBN-13: 978-0205211678

Product Dimensions: 7.3 x 1.3 x 8.9 inches

Shipping Weight: 2 pounds (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars Â See all reviews (10 customer reviews)

Best Sellers Rank: #213,645 in Books (See Top 100 in Books) #102 in Books > Business &

Money > Marketing & Sales > Public Relations #186 in Books > Business & Money > Skills >

Business Writing #251 in Books > Textbooks > Humanities > Performing Arts > Theater

### **Customer Reviews**

I needed this text for a PR class I am taking. It has some very relevant examples and it is very clear so reading it is not so bad. I was required to buy it for class - but I have enjoyed learning from it.

I was required to purchase this textbook for a PR class and it proved to be very helpful. There are clear, relatable examples that have made the learning process easier. It felt more like a reference guide than a textbook.

textbook for a course i'm taking - excellent reference for all forms of written communications, plus strategies for media.this is one book i will NOT sell back.highly recommended.

Well written and relatively engaging.

Good book with a lot of good content in it.

#### Download to continue reading...

Public Relations Writing and Media Techniques (7th Edition) Public Relations Writing and Media Techniques, Books a la Carte (8th Edition) A Practitioner's Guide to Public Relations Research, Measurement and Evaluation (Public Relations Collection) A Practioner's Guide to Public Relations Research, Measurement and Evaluation (Public Relations Collection) The Public Relations Strategic Toolkit: An Essential Guide to Successful Public Relations Practice Public Relations Writing and Media Techniques Strategic Writing: Multimedia Writing for Public Relations, Advertising and More (2nd Edition) Social Media: Master, Manipulate, and Dominate Social Media Marketing With Facebook, Twitter, YouTube, Instagram and LinkedIn (Social Media, Social Media ... Twitter, Youtube, Instagram, Pinterest) Strategic Writing: Multimedia Writing for Public Relations, Advertising, and More Social Media: Master Strategies For Social Media Marketing - Facebook, Instagram, Twitter, YouTube & Linkedin (Social Media, Social Media Marketing, Facebook, ... Instagram, Internet Marketing Book 3) Public Relations Practices: Managerial Case Studies and Problems (7th Edition) Writing: A Guide Revealing The Best Ways To Make Money Writing (Writing, Writing Skills, Writing Prompts Book 1) Cases in Public Relations Management: The Rise of Social Media and Activism Public Relations Writing: The Essentials of Style and Format Public Relations Writing: Form & Style (Wadsworth Series in Mass Communication and Journalism) Barron's Mechanical Aptitude and Spatial Relations Test, 3rd Edition (Barron's Mechanical Aptitude & Spatial Relations Test) Mass Communication: Living in a Media World (Media and Public Opinion), 4th Edition Master The Mechanical Aptitude and Spatial Relations Test (Mechanical Aptitude and Spatial Relations Tests) Writing Romance: The Top 100 Best Strategies For Writing Romance Stories (How To Write Romance Novels, Romance Writing Skills, Writing Romance Fiction Plots, Publishing Romance Books) Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram: Social Media, Network Marketing, Book 1

<u>Dmca</u>