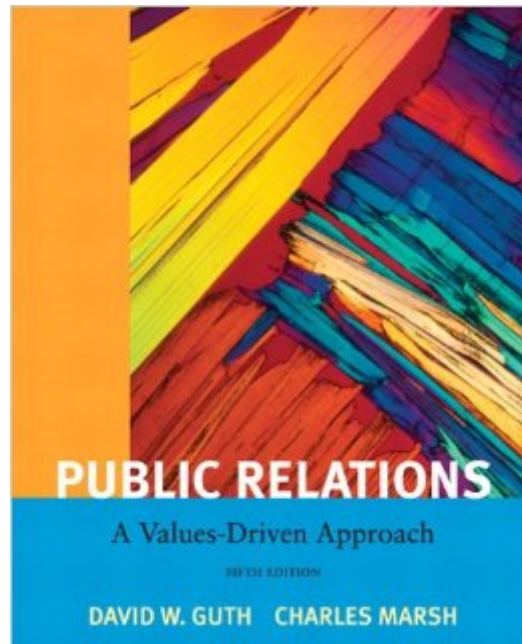


The book was found

# Public Relations: A Value Driven Approach (5th Edition)



## Synopsis

Updated in a new 5th edition, *Public Relations: A Values-Driven Approach* teaches students how to build ethical, productive relationships with strategic constituencies. Now with an engaging full-color design yet retaining its popular, attractive price for students, the fifth edition provides a valuable introduction to the contemporary dynamics of the field.

## Book Information

Paperback: 592 pages

Publisher: Pearson; 5 edition (January 15, 2011)

Language: English

ISBN-10: 0205811809

ISBN-13: 978-0205811809

Product Dimensions: 7.3 x 1 x 9 inches

Shipping Weight: 2.1 pounds (View shipping rates and policies)

Average Customer Review: 4.1 out of 5 stars [See all reviews](#) (14 customer reviews)

Best Sellers Rank: #210,677 in Books (See Top 100 in Books) #101 in [Books > Business & Money > Marketing & Sales > Public Relations](#) #4603 in [Books > Textbooks > Business & Finance](#)

## Customer Reviews

The book is informative however the style is horrible. It isn't written in typical chapters. There is even a section about how to read the book. That makes it most inconvenient, particularly for students who need to try to reference what they have read and can't find the page again because of no chapters.

I love this book! It's a great introduction to the field and more comprehensive than the books I have read for other classes. It is up-to-date and does not waste your time covering common-sense information.

Honestly a good textbook, especially with the values driven approach because I really feel that this textbook stayed true to this approach throughout.

Delivered exactly as described. Definitely helped me with my coursework and would buy again if I needed to.

Got it a day late that's why I put four stars but other than that it was in great conditions

Was in perfect condition. Great book and got in quick for school

Book arrived on time and looks good.

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

Public Relations: A Value Driven Approach (5th Edition) Public Relations: A Value Driven Approach  
The Public Relations Strategic Toolkit: An Essential Guide to Successful Public Relations Practice A  
Practitioner's Guide to Public Relations Research, Measurement and Evaluation (Public Relations  
Collection) A Practitioner's Guide to Public Relations Research, Measurement and Evaluation (Public  
Relations Collection) Public Relations in Schools (5th Edition) What Customers Want: Using  
Outcome-Driven Innovation to Create Breakthrough Products and Services: Using Outcome-Driven  
Innovation to Create Breakthrough Products and Services Barron's Mechanical Aptitude and Spatial  
Relations Test, 3rd Edition (Barron's Mechanical Aptitude & Spatial Relations Test) Master The  
Mechanical Aptitude and Spatial Relations Test (Mechanical Aptitude and Spatial Relations Tests)  
Essential Case Studies In Public Health: Putting Public Health into Practice (Essential Public  
Health) Research Methods in Public Administration and Public Management: An Introduction  
(Routledge Masters in Public Management) Public Relations: Strategies and Tactics, Study Edition  
(9th Edition) International Relations and World Politics (5th Edition) Best Business: The Agile PMO -  
Leading the Effective, Value Driven, Project Mana, Business Agile Leadership, Volume 1 Agile  
Project Management: The Agile PMO: Leading the Effective, Value Driven and Agile Project  
Management Office (Agile Business Leadership Book 1) Primer of Public Relations Research,  
Second Edition Sport Public Relations - 2nd Edition: Managing Stakeholder Communication Sport  
Public Relations: Managing Stakeholder Communication, Second Edition Labor Relations and  
Collective Bargaining: Private and Public Sectors (10th Edition) Public Relations: Strategies and  
Tactics (11th Edition)

[Dmca](#)