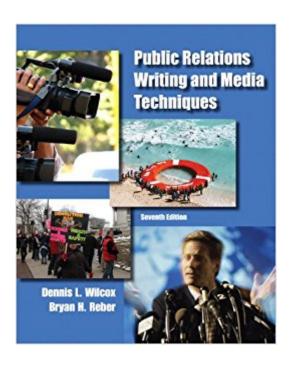
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Public Relations Writing And Media Techniques (7th Edition)





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)

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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.

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