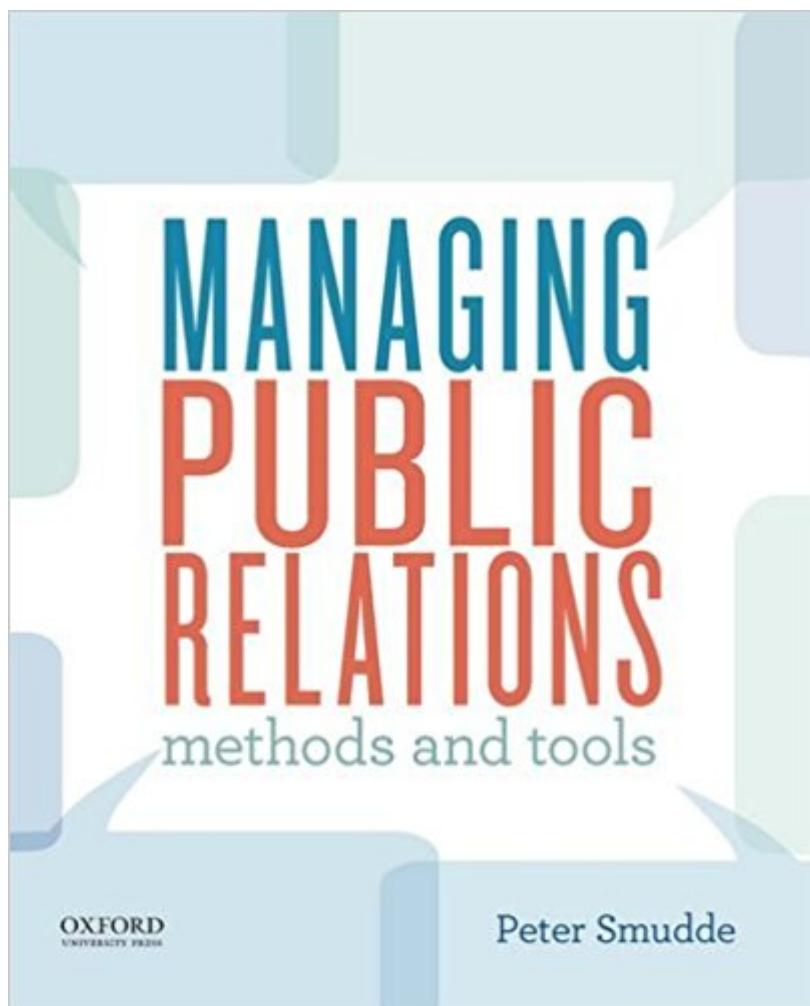


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Managing Public Relations: Methods And Tools



Synopsis

Focusing on the day-to-day matters of running a PR operation, *Managing Public Relations* is the first book to balance both corporate and agency needs while addressing the management of a public relations function. Its unique approach stresses the function of PR within the larger scope of business, showing students how to think like their future bosses and colleagues and making them more competitive in today's job market. Features* Gives students the business know-how they need in order to succeed in public relations* Directly applies current, foundational research to the day-to-day management concerns of public relations operations, allowing students to connect theory to practice in a demanding environment* Balances coverage of both agency and corporate (for-profit, non-profit, non-governmental, and governmental organizations) public relations operations* "Executive Viewpoints"-first-person testimonials from actual PR executives-bring concepts, methods, and tools to life for readers as they realize how senior managers work and why* Rich pedagogy in each chapter assists students in their reading* A Companion Website offers resources for students and instructors, and an Instructor's Manual is available to adopters (please see the preface for details)

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"The go-to guide on how to manage the important function of public relations."--Sandra DuhÃ©, Southern Methodist University "This text provides more content on business related strategies than other PR texts. The writing is clear and well edited, and is accessible to readers with limited

business knowledge."--Jeffrey Brand, University of Northern Iowa

Peter Smudde is Associate Professor and Coordinator of the Public Relations Program at Illinois State University. He has been widely recognized for his work, including winning awards from the Public Relations Society of America, the International Association for Business Communication, and the Society for Technical Communication. His previous books include *Power and Public Relations* and *Inspiring Cooperation and Celebrating Organizations: Genres, Message Design, and Strategy in Public Relations*.

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