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Cutlip And Center's Effective Public Relations (11th Edition)



Synopsis

Cutlip & Center offers students the gold standard in public relations, providing the most up-to-date reference in the market. This edition features several new chapters, examples, and information on how social media and globalization are shaping PR.

Book Information

Paperback: 456 pages

Publisher: Pearson; 11 edition (July 2, 2012)

Language: English

ISBN-10: 0132669153

ISBN-13: 978-0132669153

Product Dimensions: 8 x 0.7 x 9.9 inches

Shipping Weight: 1.5 pounds (View shipping rates and policies)

Average Customer Review: 4.1 out of 5 stars 19 customer reviews

Best Sellers Rank: #7,620 in Books (See Top 100 in Books) #5 in Books > Business & Money > Marketing & Sales > Public Relations #347 in Books > Textbooks > Business & Finance

Customer Reviews

I bought this in preparation for the APR test. It has a lot of good information and I use it regularly.

I'm still reading and studying. It is current and well done including the study guides at the end of each chapter. It's also nice to see that the general misconceptions of what public relations professionals do, are not isolated to small communities like mine but an industry-wide issue. Luckily these misconceptions are being replaced by respect in the C suites of major corporations.

As promised. Studying for a certification. Good price.

Brand new, great condition. Just wish publisher used a little care paper because you cannot highlight on it without it going through.

It's a used text book that wasn't highlighted nor torn nor had bends, so as a college student, I was loving it.

Very beat up and very disappointed in its quality.

For a class

Great for learning the foundations of PR.

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