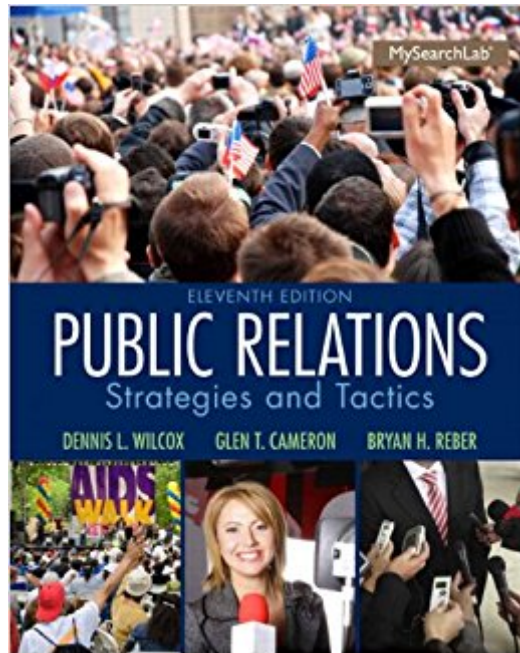




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# Public Relations: Strategies And Tactics (11th Edition)



## Synopsis

Clearly explains the basic concepts, strategies, and tactics of today's public relations practice

Public Relations: Strategies and Tactics uses real-world case studies and examples to explain the basic concepts and theory behind modern public relations practice. This comprehensive text is grounded in scholarship and includes references to landmark studies and time-honored public relations techniques. The writing is geared to undergraduates, and many colorful charts and photos are used to enhance major concepts. MySearchLab is a part of the Wilcox/Cameron/Reber program. Research and writing tools, including access to academic journals, help students understand critical thinking in even greater depth. To provide students with flexibility, students can download the eText to a tablet using the free Pearson eText app. **ALERT:** Before you purchase, check with your instructor or review your course syllabus to ensure that you select the correct ISBN. Several versions of Pearson's MyLab & Mastering products exist for each title, including customized versions for individual schools, and registrations are not transferable. In addition, you may need a CourseID, provided by your instructor, to register for and use Pearson's MyLab & Mastering products. **Packages** Access codes for Pearson's MyLab & Mastering products may not be included when purchasing or renting from companies other than Pearson; check with the seller before completing your purchase. **Used or rental books** If you rent or purchase a used book with an access code, the access code may have been redeemed previously and you may have to purchase a new access code. **Access codes** Access codes that are purchased from sellers other than Pearson carry a higher risk of being either the wrong ISBN or a previously redeemed code. Check with the seller prior to purchase. --

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## Customer Reviews

Dennis L. Wilcox, Ph.D., is professor emeritus of public relations and past director of the School of Journalism & Mass Communications at San Jose State University, California. He is a Fellow and accredited (APR) member of the Public Relations Society of America, former chair of the PRSA Educatorâ™s Academy, and past chair of the public relations division of AEJMC. Among his six books, Dr. Wilcox is the lead author of *Public Relations: Strategies and Tactics* and *Think: Public Relation*, and. *Public Relations Writing and Media Techniques*. His honors include PRSAâ™s âœOutstanding Educator,â• the Xifra Award from the University of Girona (Spain), and an honorary doctorate from the University of Bucharest. He is currently a member of the International Public Relations Association (IPRA) and the Arthur W. Page Society, a group of senior communication executives. Dr. Wilcox regularly gives presentations to students and professionals in such diverse nations as Thailand, India, Latvia, Serbia, and Argentina.Â Â Â Glen T. Cameron, Ph.D., is Gregory Chair in Journalism Research and founder of the Health Communication Research Center at the University of Missouri. Dr. Cameron has authored more than 300 articles, chapters, and award-winning conference papers on public relations topics. In addition to being coauthor of *Public Relations: Strategies and Tactics*, he is also coauthor of *Think: Public Relations* and *Public Relations Today: Managing CompetitionÂ and Conflict*. A popular lecturer internationally, Dr. Cameron has received the Baskett-Moss and Pathfinder awards for career achievement. Â Dr. Cameron gains ongoing public relations experience by managing over \$42 million in external funding of health public relations projects for sources such as NIH, NCI, Missouri Foundation for Health, USDA, CDC, the U.S. Department of Defense, and Monsanto. Â Â Bryan H. Reber, Ph.D., is professor of public relations at the University of Georgiaâ™s Grady College of Journalism and Mass Communication.Â He teaches introduction to public relations, management, writing, and campaigns.Â On the graduate level he teaches management, persuasion, campaign research, and public opinion.Â His research focuses on public relations theory, practice, pedagogy and health communication and has been published articles in such publications asÂ the *Journal of Public Relations Research*, *Journalism and Mass Communication Quarterly*, Â and *Public Relations Review*.Â Dr. Reber regularly presents his research at national and international academic conferences.Â He is the co-author of several books, including *Think: Public Relations*, *Public Relations Writing & Media Tactics*,Â and *Public Relations Today: Managing Competition and Conflict*.Â Dr. Reber worked for 15 years in public relations at Bethel College, Kansas.Â He has

conducted research for the Sierra Club, Ketchum, and the Georgia Hospital Association, among others.Â

This book is a great supplement to an introductory or intermediate college/university PR course. It is an easy read with great excerpts, contexts, and miscellaneous aspects that aid your reading and understanding. A lot of real-world examples are available which are most helpful to someone that has little experience in the real field. Furthermore, the book hits on very good points in an organized and structured manner. I liked the book so much that I have to decided to read into it further after my course has ended and study more of it for tips, suggestions, and practice.

Heavy on strategy and high-level principles. I wish there were more on tactics and their execution. Very light on social media.

As promised. Studying for a certification. Good price.

One of my favorite books for my college classes this semester! Book came in looking new.

Nothing special about this book. Was purchased for a class. Has good information related to help anyone interested in Public Relations get a better understanding of it.

perfect condition and cheaper than the normal version (this is global but has no change from regular version)

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

I am so happy with this book. It really made my semester. I am using it for teaching a PR class in Mexico, and it is just what I needed!!!!

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