

# Public Relations in Practice



Despite recent international expansion in the public relations industry, PR is still often regarded as peripheral to the overall tasks of a successful organization. Yet a well-executed public relations programme can play a vital and strategic role within many different types of organizations. Public Relations In Practice presents a complete picture of PR work, and provides a guide to its use which will be beneficial to senior company executives, as well as to students and practitioners of PR. The book contains 14 case histories of effective PR campaigns and looks at the strategic thinking that lay behind them. Choosing from a wide range of examples - from British Telecom to Barnardos, from Shell UK to the government of Brunei - it illustrates what public relations can offer a company and the variety of strategic uses to which it can be put.

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**Definition: PRSA Official Statement** This introductory course reviews public relations and its use in agencies and organizations today, and provides you with a theoretical background that you. **Public Relations in Practice (PR In Practice): : Anne**

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Some businesses use public relations practices as just another marketing tool, but from a strategic management perspective, that can be a misuse of resources. **Public relations practice - South Africa - Undergraduate Area of**

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**Result** The changing demographics of the United States demonstrate the need for public relations to become a diverse

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