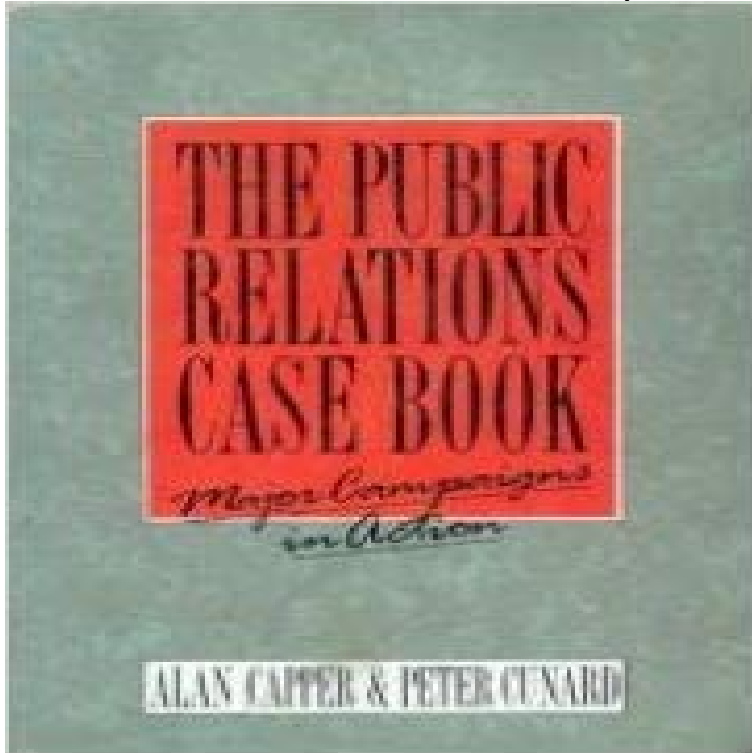


Public Relations Casebook: Major Campaigns in Action



Through research and interviews with business leaders in the UK and USA, the authors provide an insight into how public relations campaigns are conceived, implemented and ultimately evaluated. Several case studies are included to clarify campaign strategies. The cases include: DHL, BA takes BCAL, Sellafield, Miss Pears and many others. The authors work for Granard Roland Communications, Saatchi and Saatchis London PR company.

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