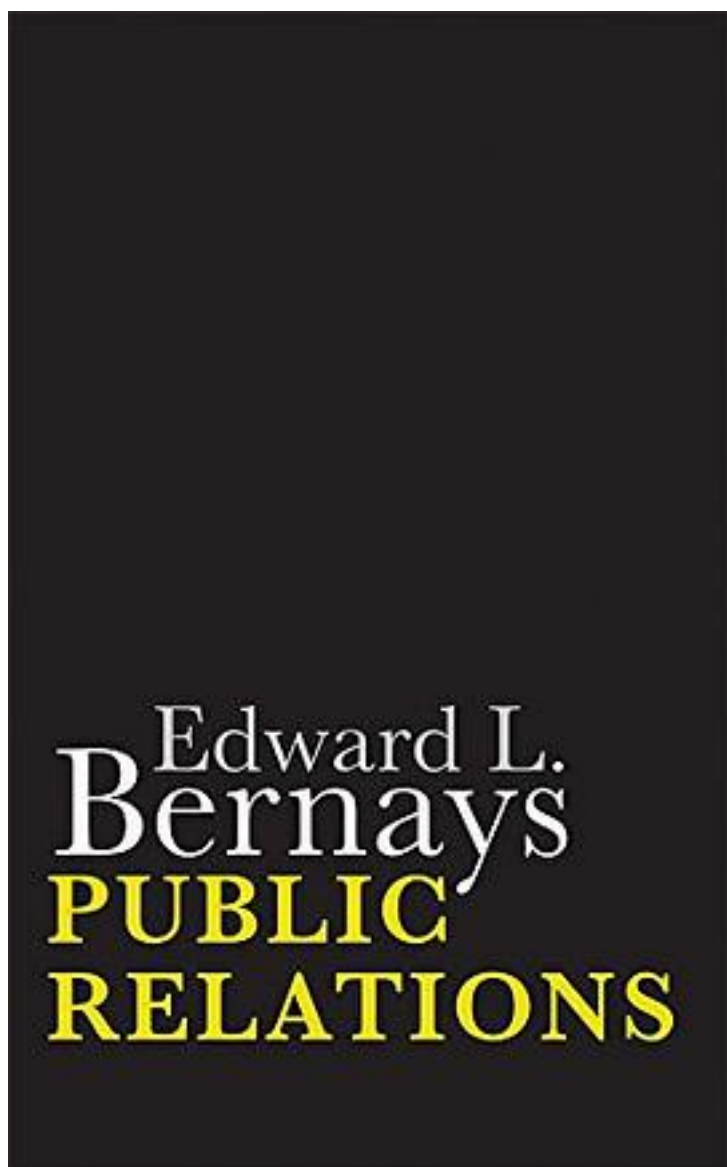


Public Relations



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Using real-life case studies, Public Relations: Strategies and Tactics helps readers better understand the basic concepts, strategies, and tactics practiced in public relations today. The book presents an engaging and comprehensive overview of the principles, concepts, and methods of public relations. Its systematic approach combines fundamental concepts with numerous real-life case studies, helping readers relate theory to actual practice. Special emphasis is given to ethics, international public relations, and technology's growing impact on the field. Comprehensive and up-to-date, this best-seller shows how public relations plays a vital role in today's global economy and the public discussion of contemporary issues. Designed for anyone interested in public relations, journalism, communication, and business. </P>

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