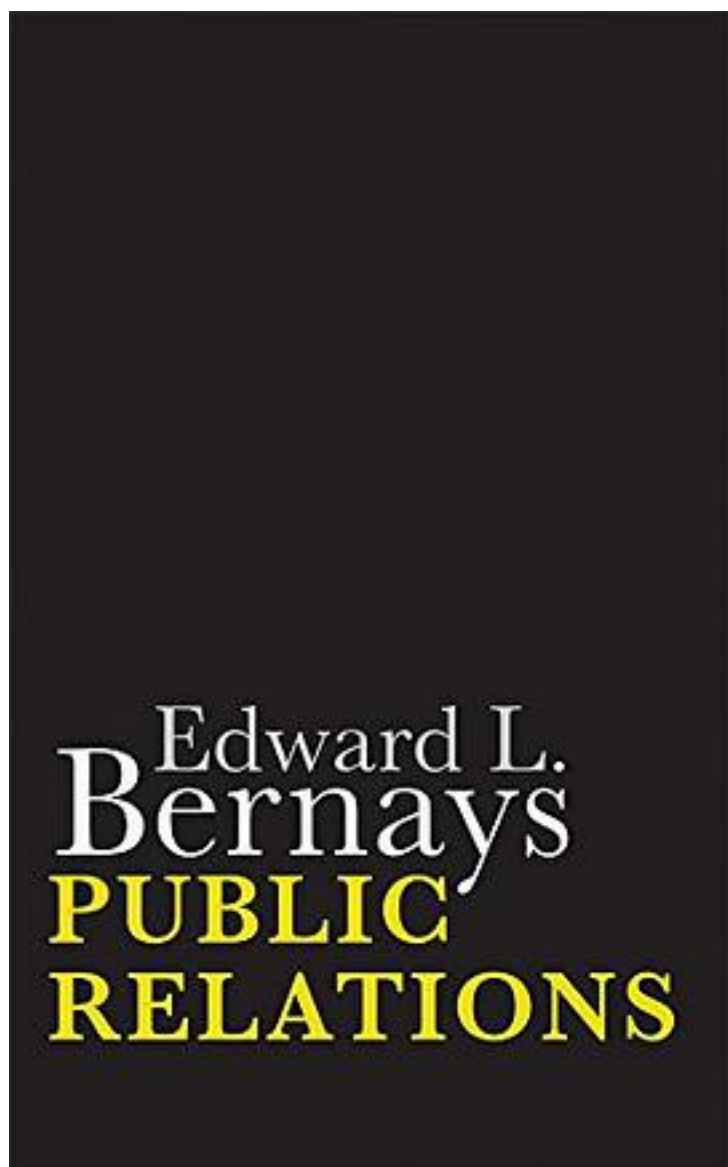


Public Relations



[Public Relations_ 下载链接1](#)

著者:Wilcox, Dennis L./ Cameron, Glen T./ Ault, Phillip H./ Agee, Warren K.

出版者:Addison-Wesley

出版时间:2006-7

装帧:Pap

isbn:9780205491681

Designed to give your students the extra support they need to succeed in your classroom, our Study Edition of Wilcox's Public Relations: Strategies and Tactics offers perforated chapter practice tests at the end of the textbook, an optional Practice Test Solutions Manual, and an Instructor's Testing Manual with solutions to the practice tests. Containing the same engaging and effective features that have made Public Relations: Strategies and Tactics such a success, the Study Edition offers an additional bonus: perforated chapter quizzes. Because the answers to the practice tests are not included in the Study Edition, instructors can use the tests as quizzes or as extra homework. If instructors prefer to give students the option of checking their own results, they can package the Study Edition with our Practice Test Solutions Manual (ISBN: 0-205-50728-X). Also included with this option is our Tutor Center Access Card to provide students with extra study support from our qualified Tutor Center professionals by phone, fax, email, and the Internet. With either ordering option, students get a valuable and effective study system not found in other books! Using real-life case studies, Public Relations: Strategies and Tactics helps students better understand the basic concepts, strategies, and tactics practiced in public relations today. The text presents an engaging and comprehensive overview of the principles, concepts, and methods of public relations.

作者介绍:

目录:

[Public Relations 下载链接1](#)

标签

评论

[Public Relations 下载链接1](#)

书评

Public Relations 下载链接1