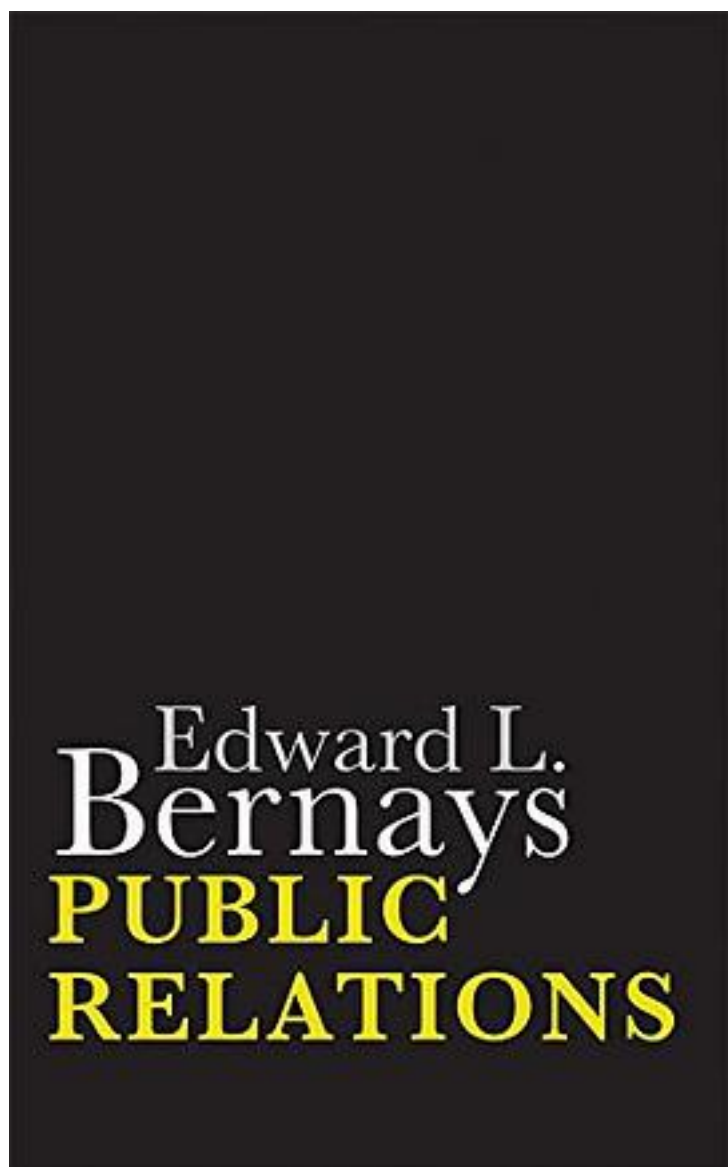


Public Relations



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In the world of business, public relations affects all types of organization, however large or small, commercial or non-commercial. In this practical guide, Philip Henslowe, a public relations expert, takes the reader through the process of creating a PR campaign. He provides a valuable overview of the main areas of work involved, including: Planning and outsourcing Business writing Working with printers, photographers and designers Promotions, functions and other events Crisis management New developments in technology Assessment and evaluation This fully updated second edition now includes new information on professional advisers, spin doctors, PR in local government, financial PR, the advent of corporate social responsibility, and developments in technology. Public Relations: A Practical Guide to the Basics is endorsed by the Institute of Public Relations as a start-up guide to PR. Ideal too for the small or developing business, the book will serve as an indispensable reference tool for PR and non-PR professionals.

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