

# Practice of Public Relations, The



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For courses in Introduction to Public Relations and Public Relations Practice, offered by Departments of Communication Studies, Journalism or Marketing. The Practice of Public Relations leads the reader through the evolution of the practice, the preparation and process necessary to reach a variety of "publics" and, most importantly, how to implement actual PR practice. Long admired as the "practitioners" Public Relations text, Seitel's The Practice of Public Relations continues its tradition as the most visual, up-to-date and straightforward principles text available. For the aspiring student of public relations to the veteran professional seeking a refresher, Seitel's text leads the reader through the evolution of the practice, the preparation and process necessary to reach a variety of "publics" and, most importantly, how to implement actual PR practice. Drawing on his own vast professional experience, his role as a PR commentator on major U.S television networks such as CNN, ABC and FOX, and his network of industry leaders, Public Relations faculty and generations of PR professionals, Seitel presents the industry with dynamism and relevancy.

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