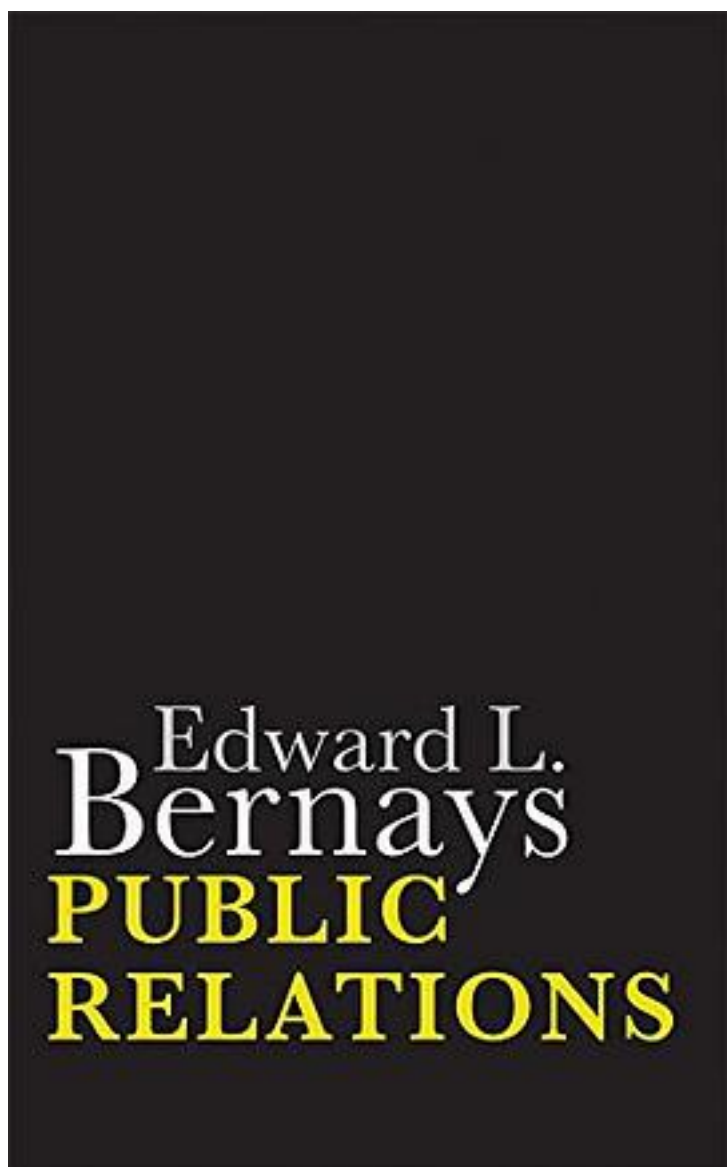


Public Relations



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出版者:Prentice Hall

出版时间:2007-1

装帧:Pap

isbn:9780205393558

Public Relations: From Theory to Practice provides a solid theoretical foundation for the public relations field through a unique theory-to-practice presentation and a variety of case study contexts. This practical book examines a range of theories--from functional, cultural, rhetorical, and critical to feminist, postmodern, and alternative--in a variety of contexts compiled from the submissions of nearly thirty professors. As the only current "theory-focused" public relations book published for a U.S. globally connected audience, this book offers what has long been absent in the field--a comprehensive examination of public relations theory as practiced. Public Relations: From Theory to Practice presents theories in conjunction with case study applications that relate directly to the theory. These case studies, taken from diverse contexts, help the reader make connections between theories and their application in the real world. Reflective questions guide the reader through the nuances of this connection.

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