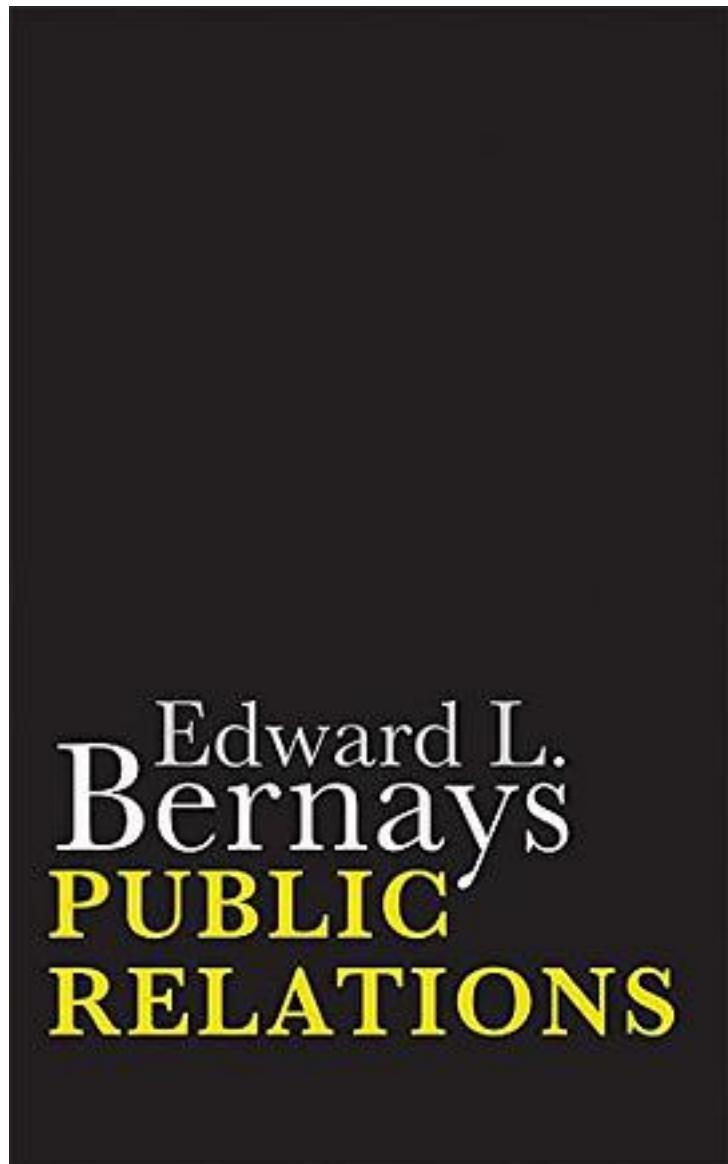


Public Relations



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In a time when society is holding individuals and organizations to high standards of conduct, *Public Relations: A Values-Driven Approach* addresses how to build ethical, productive relationships with strategic constituencies. This book provides an introduction to the dynamic, growing, and honorable profession of public relations as it relates to a broader social context. Grounded in public relations theory and traditions, *Public Relations: A Values-Driven Approach* appeals to readers through lively anecdotes, an informal writing style, and a very reasonable price. Each chapter helps the reader understand how public relations activities reflect and affect an organization's core values.

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