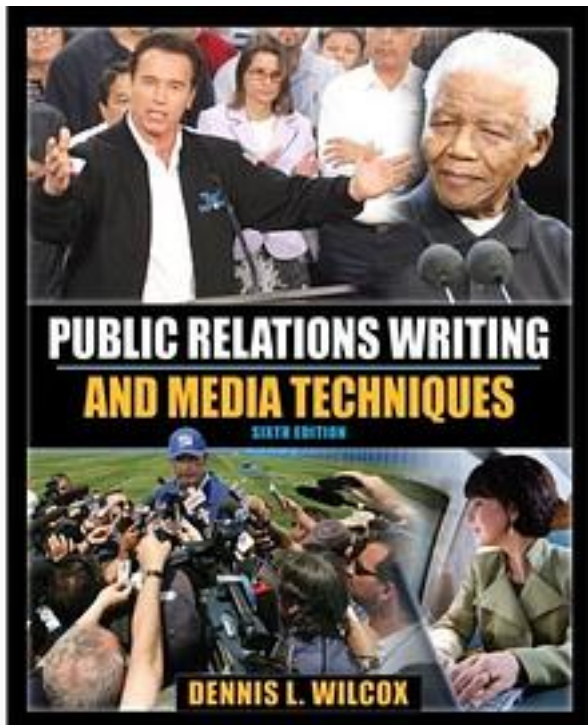


Public Relations Writing and Media Techniques (6th Edition)



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Public Relations Writing and Media Techniques is the most comprehensive and up-to-date public relations writing book available. With real-world examples of award-winning work by PR professionals, this new edition continues to help readers master the many techniques needed to reach a variety of audiences in today's digital age. Clearly written and well-organized, this book emphasizes the nuts and bolts of writing, producing, and distributing public relations materials through traditional and social media. The author provides step-by-step procedures illustrated by examples

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