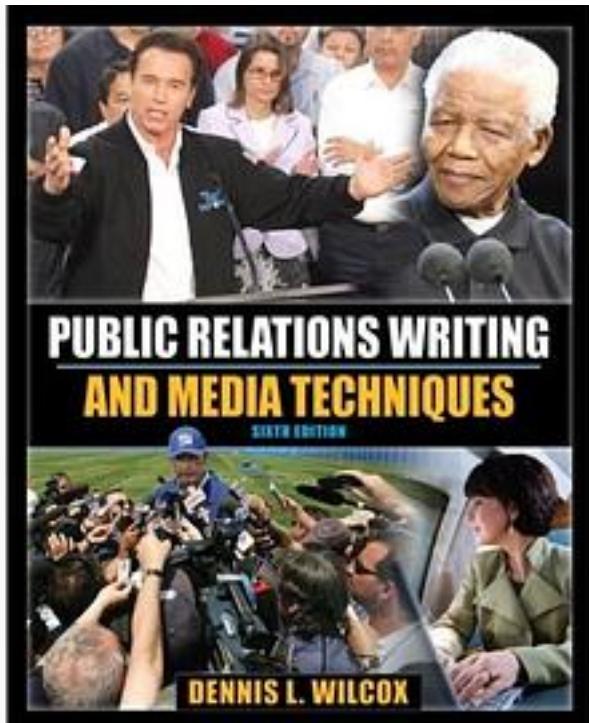


Public Relations Writing and Media Techniques (6th Edition)



[Public Relations Writing and Media Techniques \(6th Edition\) 下载链接1](#)

著者:Dennis L. Wilcox

出版者:Allyn & Bacon

出版时间:2009-01-03

装帧:Paperback

isbn:9780205648283

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

from actual campaigns. This text also serves as an invaluable resource for public relations practitioners in the field.

作者介绍:

目录:

[Public Relations Writing and Media Techniques \(6th Edition\) 下载链接1](#)

标签

communication

PR

评论

@siuc. Fall 2009. 相当详细啊。。

[Public Relations Writing and Media Techniques \(6th Edition\) 下载链接1](#)

书评

[Public Relations Writing and Media Techniques \(6th Edition\) 下载链接1](#)