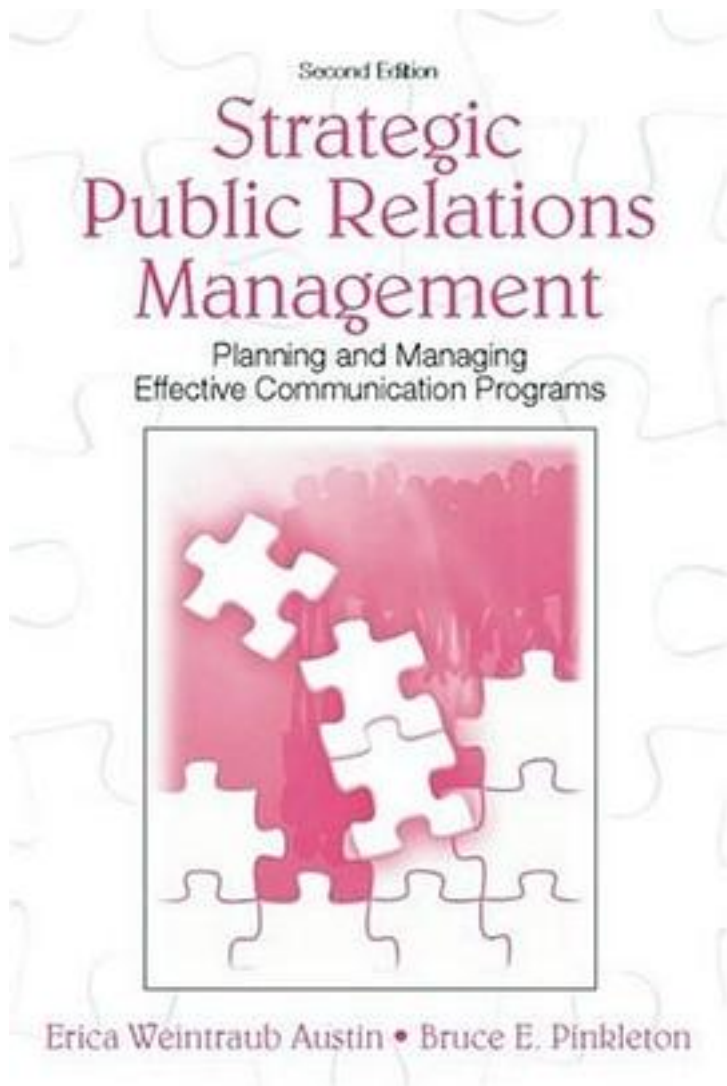


# Strategic Public Relations Management



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This Second Edition of Erica W. Austin and Bruce E. Pinkleton's popular text, "Strategic Public Relations Management", helps readers move from a tactical public relations approach to a strategic management style. Building on the first edition, it demonstrates skillful use of research and planning techniques, providing updated research methods that make use of the Internet and programs aiding data entry and analysis. This version also expands its focus to communication program planning more broadly. Chapters in the book cover such critical topics as: creating a framework for planning; identifying the elements of a campaign; determining research needs and developing the research plan; gathering useful data for strategic guidance; making research decisions; and applying theory to professional practice.

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