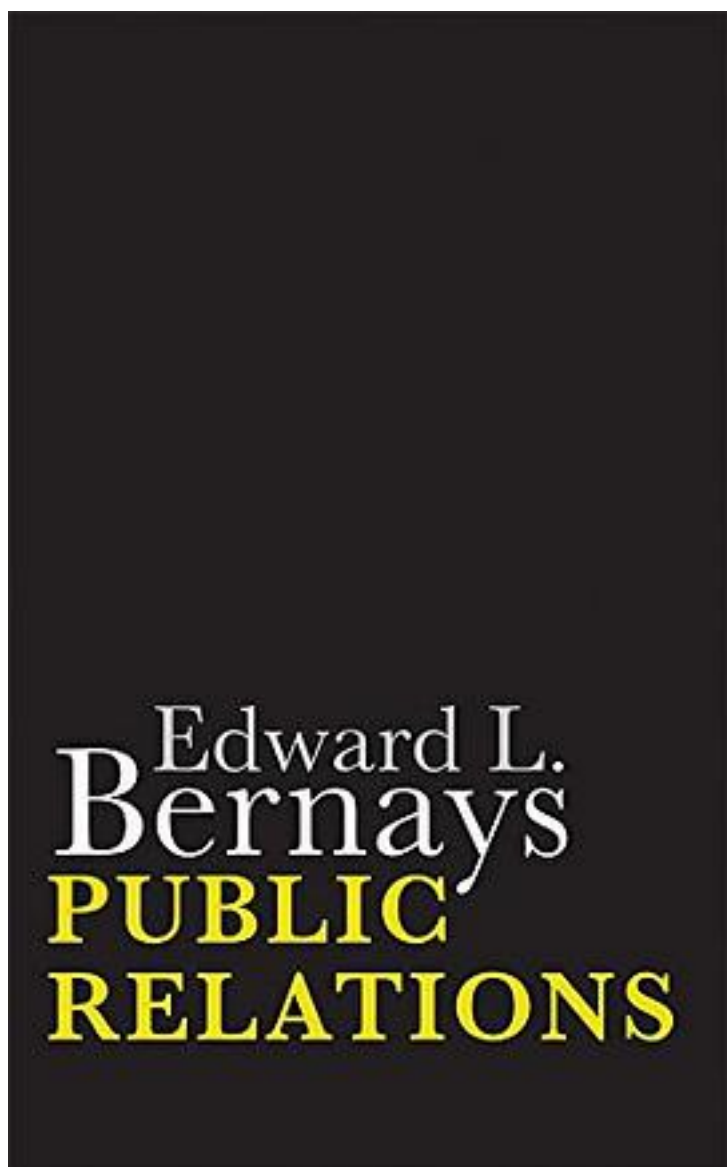


# Public Relations



[Public Relations\\_ 下载链接1](#)

著者:L'Etang, Jacquie (EDT)/ Pieczka, Magda (EDT)

出版者:Lawrence Erlbaum Associates

出版时间:2006-02-24

装帧:Paperback

isbn:9780805846188

This new text for students and practitioners in Public Relations has been built on the acclaimed "Critical Perspectives in Public Relations" which is no longer in print. Some important chapters from the earlier book, also edited by L'Etang and Pieczka, have been incorporated and expanded. Some of the liveliest minds on the public relations scene have contributed fresh ideas and diverse perspectives: their locations on the margins, either geographically or intellectually, or both, allowed them to present a variety of compelling critiques. Contributors from Germany, Sweden, Spain, and Scotland join those from New Zealand and Australia in providing historical and political perspectives. Topics such as propaganda, religion, publics, expertise, transparency, and discourse are tackled in new and imaginative ways. This book challenges conventions but also provides essential empirical detail and careful argument. The practical relevance is also present through interdisciplinary discussion of public relations problems in sport, health, science, tourism, and documentary film. This important volume will stimulate debate about the boundaries, definitions, functions, and effects of public relations. The editors are Lecturers in Public Relations at the Stirling Media Research Institute, University of Stirling, Scotland.

作者介绍:

目录:

[Public Relations\\_下载链接1](#)

标签

评论

-----  
[Public Relations\\_下载链接1](#)

书评

-----  
Public Relations\_ 下载链接1