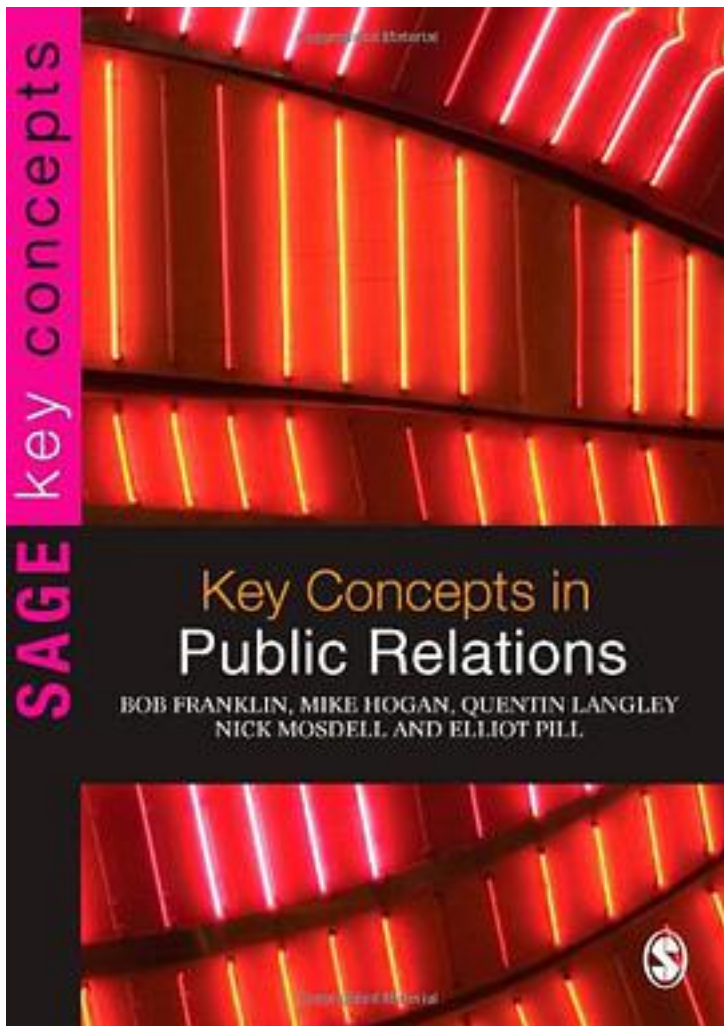


Key Concepts in Public Relations



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'Offers the reader a concise and very readable tour through the many facets of PR. It

provides a solid overview of the PR industry, suitable not only for students of PR and communication studies, but also those of us who feel the need to ground ourselves with an easy to use reference book, which is organized well enough to enable the reader to dip in and out! Providing a detailed reference of just under 200 alphabetically listed entries, covering a range of topics, from account management to wikis, destination branding and Hong Bo (that one you'll have to look up yourselves), each entry takes up roughly a page, sometimes less, is colloquial in tone and offers several recommendations for further reading, making it an excellent jumping-off point for further exploration' - Communication Director. 'The plethora of facts and theories is handled skilfully and the erudition worn so lightly that the best compliment a reader can make is that one is barely conscious of the huge amount of ground covered by the book and that it is the work of five different authors! Ultimately, it is the sheer variety of topics covered that impresses, as if the authors are deliberately making a point of the breadth of PR today' - Communication Director. "The SAGE Key Concepts" series provides students with accessible and authoritative knowledge of the essential topics in a variety of disciplines. Cross-referenced throughout, the format encourages critical evaluation through understanding. Written by experienced and respected academics, the books are indispensable study aids and guides to comprehension. "Key Concepts in Public Relations": provides a comprehensive, easy-to-use overview to the field; covers over 150 central concepts in PR; paves the way for students to tackle primary texts; grounds students in both practice and theory; and, takes it further with recommended reading. Bob Franklin, Mike Hogan, Quentin Langley Nick Mosdell and Elliot Pill all teach at the Cardiff School of Journalism, Media and Cultural Studies.

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