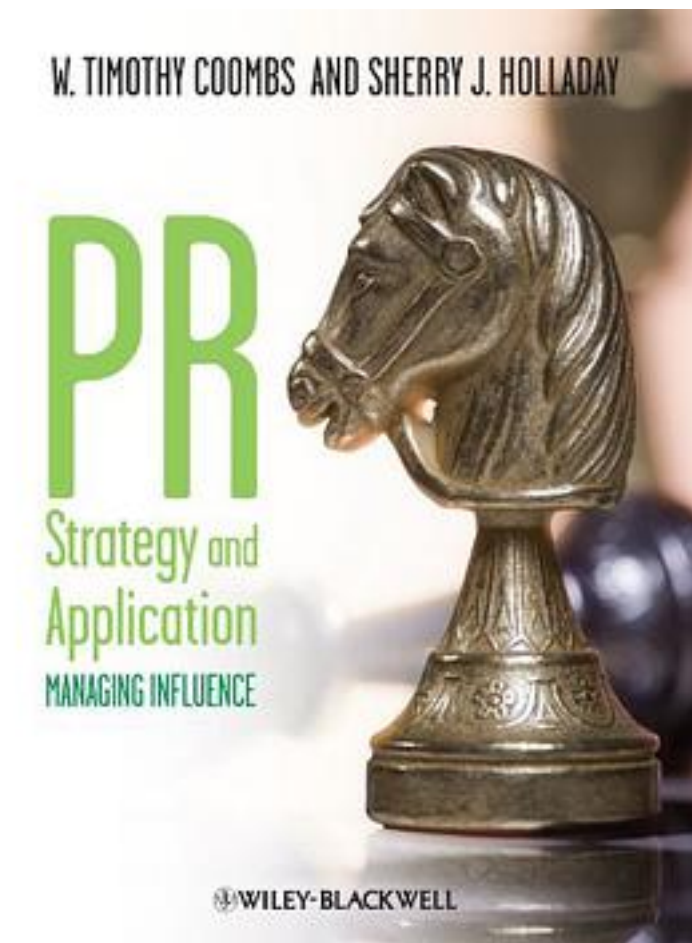


PR Strategy and Application



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PR Strategy and Application is a comprehensive and accessible text that situates Public Relations in a 21st century context; as a set of tools not just for corporations but for the activist, the diplomat, the crisis manager, the homeland security officer, as well

as the advertising executive and the reputation manager. Winner of the 2010 PRIDE award given by the PR Division of the National Communication Association Gives detailed treatment of how activists have used public relations including a consideration of how activists have been important to the historical develop of PR Argues for a move away from a corporate-centric view of public relations and for public relations to be seen as the management of mutually-influential relationships Emphasizes the importance of stakeholder expectations in shaping organizational actions and being a foundation for discussions between organizations and stakeholders Emphasizes the perspective that stakeholders and organizations are linked together in a complex networks rather than a series of separate relationships Accompanying website includes chapter outlines, a test bank, PowerPoint slides, and useful links for students and teachers Visit the further resources website for student and instructor materials at www.wiley.com/go/coombs

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