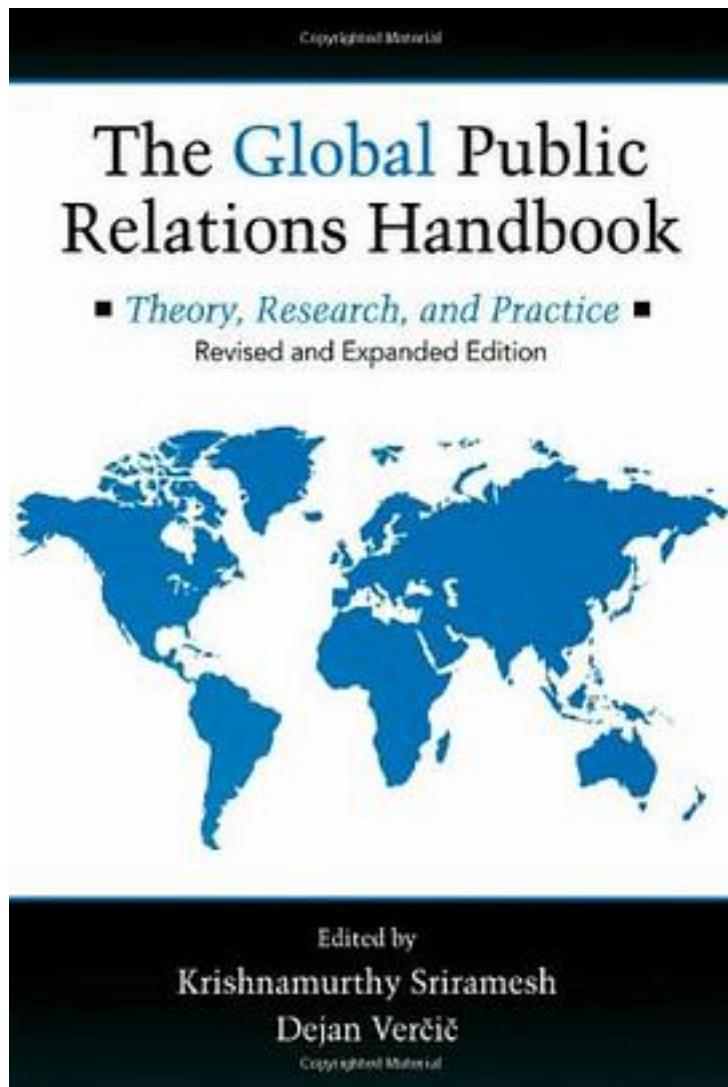


The Global Public Relations Handbook



[The Global Public Relations Handbook 下载链接1](#)

著者:Sriramesh, Krish

出版者:

出版时间:2009-1

装帧:

isbn:9780415995139

Expanding on the theoretical framework for studying and practicing public relations around the world, "The Global Public Relations Handbook, Expanded and Revised Edition" extends the discussion in the first volume on the history, development, and current status of the public relations industry from a global perspective. This revised edition offers 20 new chapters in addition to the original contents. It includes 14 additional country- or regionally-focused chapters exploring public relations practice in Africa, Asia, Europe, and the Americas. Contributors use a theoretical framework to present information on the public relations industry in their countries and regions. They also focus on such factors as the status of public relations education in their respective countries and professionalism and ethics. Each country-specific chapter includes a case study typifying public relations practice in that country. Additional new chapters discuss political economy, activism, international public relations, and United Nations public affairs.

作者介绍:

目录:

[The Global Public Relations Handbook](#) [下载链接1](#)

标签

传播学

PR

评论

[The Global Public Relations Handbook](#) [下载链接1](#)

书评

[The Global Public Relations Handbook_ 下载链接1](#)