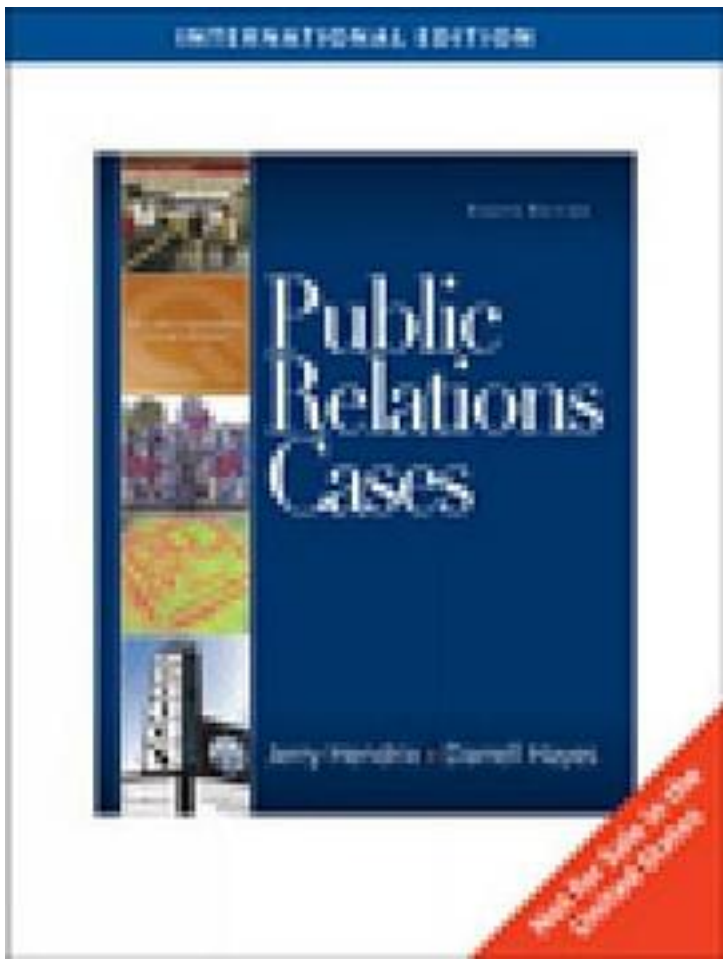


Public Relations Cases



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著者:Hayes, Darrell; Hendrix, Jerry A.

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Primarily using Public Relations Society of America award-winning cases, PUBLIC RELATIONS CASES, 8E, International Edition, presents a clear theoretical grounding in the major areas of public relations. Using the ROPE process model (Research,

Objectives, Programming, and Evaluation), the authors keep students focused on the strategic elements of exemplary communications campaigns. The case studies provide glimpses into best practices for public relations campaigns as recognized by professionals in the field. The cases all use a strategic communications model, where clearly defined objectives are based on sound research and good audience analysis, followed by creative tactics that are evaluated for their effectiveness.

作者介绍:

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