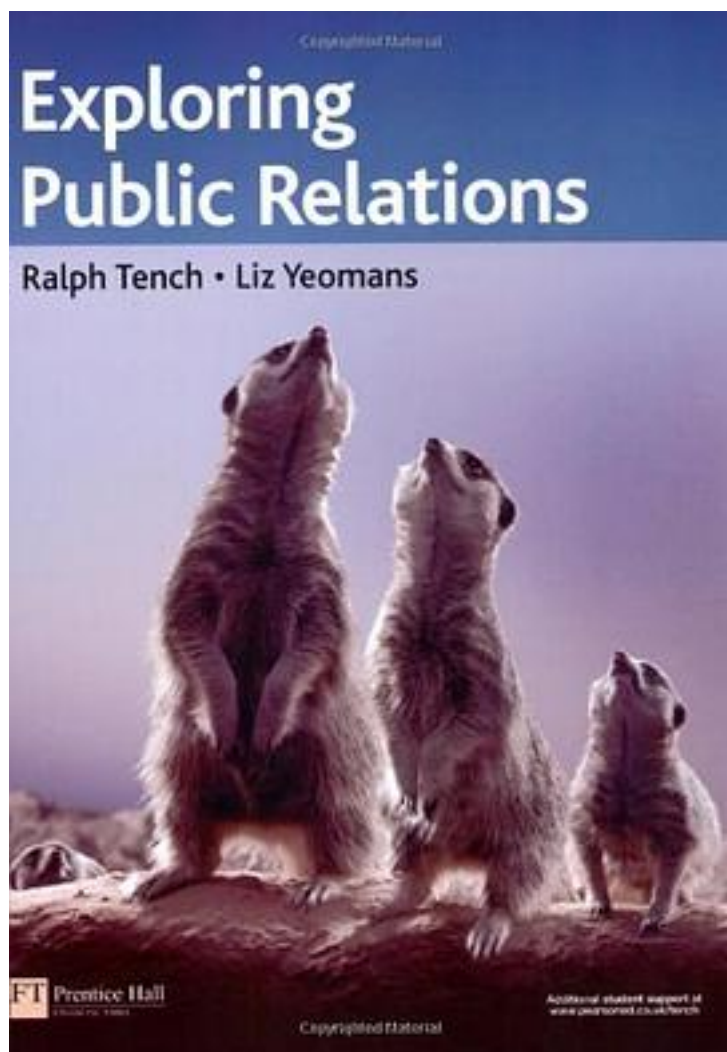


Exploring Public Relations



[Exploring Public Relations_ 下载链接1](#)

著者:Ralph Tench

出版者:Financial Times/ Prentice Hall

出版时间:2009-6-18

装帧:Paperback

isbn:9780273715948

The most comprehensive and engaging European Public Relations textbook available.

作者介绍:

目录: Part 1 The Context of Public Relations
Ch 1 Public Relations origins - definitions and history
Ch 2 Management and organisation of Public Relations
Ch 3 Role of the Public Relations practitioner
Ch 4 Media context of contemporary public relations and journalism
Ch 5 Public relations and democracy
Ch 6 Community and society: corporate social responsibility (CSR)
Ch 7 International context of public relations
Part 2 Public relations theories and concepts
Ch 8 Public relations theories: an overview
Ch 9 Public relations as planned communication
Ch 10 Public relations research and evaluation
Ch 11 Audiences, stakeholders, publics
Ch 12 Corporate image, reputation and identity
Ch 13 Public relations, propaganda and the psychology of persuasion
Ch 14 Ethics and professionalism in public relations
Part 3 Public relations specialisms
Ch 15 Media relations
Ch 16 Internal communication
Ch 17 Managing community involvement programmes
Ch 18 Issues management
Ch 19 Crisis public relations management
Ch 20 Public relations and the consumer
Ch 21 Business-to-business public relations
Ch 22 Public affairs
Ch 23 Financial Public Relations (FPR)
Ch 24 Public relations for information and communications technologies: principles and planning
Ch 25 Integrated marketing communications
Ch 26 Sponsorship
Part 4 Sectoral considerations
Ch 27 Corporate communication
Ch 28 Campaigning organisations and pressure groups
Ch 29 Public sector communication and social marketing
Ch 30 Arts, leisure and entertainment public relations
Ch 31 Celebrity and Public Relations
Ch 32 What next? Future issues for public relations
• • • • • ([收起](#))

[Exploring Public Relations 下载链接1](#)

标签

PR

課本

欧美

教材

卡迪夫

your

you

will

评论

"The way to a good reputation is to endeavor to be what you desire to appear."
---Socrates

[Exploring Public Relations_ 下载链接1](#)

书评

[Exploring Public Relations_ 下载链接1](#)