Perpustakaan Sekolah Tinggi Ilmu Kepolisian (STIK) >> eBooks

The public relations handbook, 2nd edition

Theaker, Alison

Deskripsi Lengkap: https://library.stik-ptik.ac.id/abstrakpdfdetail.jsp?id=36013&lokasi=lokal

---

Abstrak

The Public Relations Handbook is a comprehensive and detailed introduction to the theories and practices of the public relations industry. It traces the history and development of public relations, explores ethical issues which affect the industry, examines its relationship with politics, lobbying organisations and journalism, assesses its professionalism and regulation and advises on training and entry into the profession. The Public Relations Handbook combines theoretical and organisational frameworks for studying public relations with examples of how the industry works in practice. It draws on a range of promotional strategies and campaigns from businesses, public and non-profit organisations including Voice of the Listener and Viewer, Marks & Spencer, the Metropolitan Police, the Prince?s Trust, Shell and Centrica.