



Public Relations Practices: Managerial Case Studies and Problems (7th Edition)

By Allen H. Center, Patrick Jackson, Stacey Smith, Frank Stansberry

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Public Relations Practices: Managerial Case Studies and Problems (7th Edition) By Allen H. Center, Patrick Jackson, Stacey Smith, Frank Stansberry

Written by two of the most respected and honored individuals in the field, this definitive casebook of actual real-life public relations situations serves as a reference and guidebook for helping public relations professionals apply effective, cutting-edge public relations theories, principles, and practices to a wide variety of situations --involving all types and sizes of organizations.

Features actual, real-life cases on each aspect of public relations --employee relations, media relations, community relations, issues, crises, investor relations, consumer relations and ethics. Some cases end favorable for the organization involved, some end in failure, and others are unresolved. Provides comprehensive introductions to each series of cases. Stresses the importance and necessity of combining all public relations actions with both personal and professional ethics in behavior -- as outlined by the *Declaration of Principles of PRSA's Code of Ethics*.

For any practicing public relations professional.

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Editorial Review

From the Publisher

This text, written by two of the most respected and honored individuals in the field, has become the PR casebook for students, teachers and practitioners. By carefully analyzing actual cases, the authors help students develop agility in applying effective, cutting-edge public relations practices to a wide variety of situations...involving all types and sizes of organizations.

From the Back Cover

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