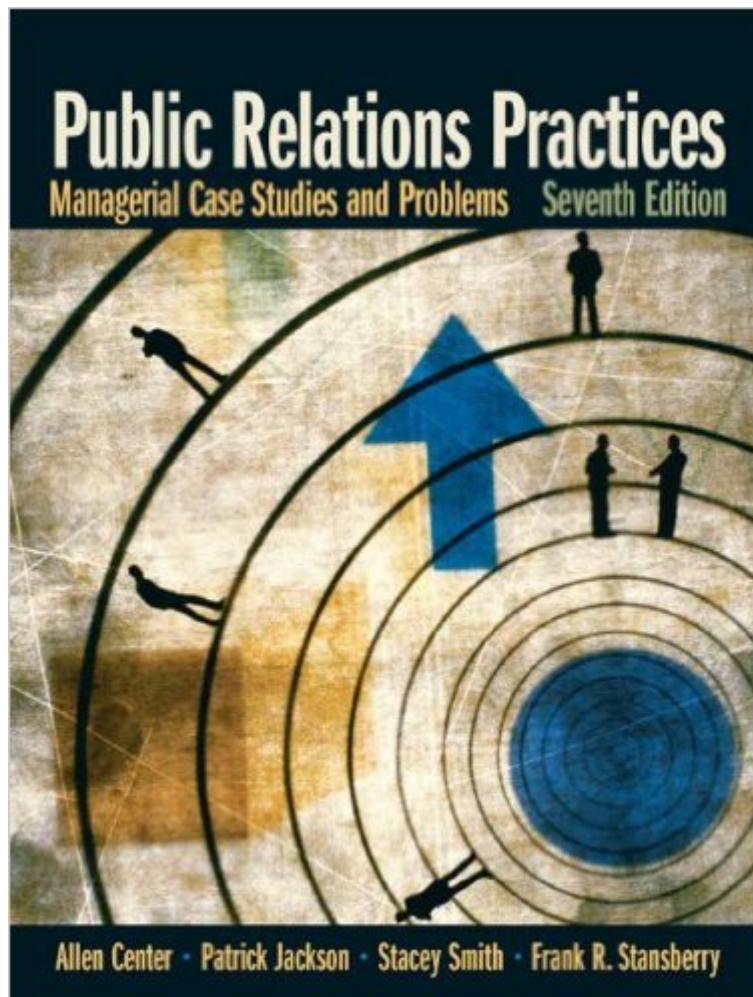


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Public Relations Practices: Managerial Case Studies And Problems (7th Edition)



Synopsis

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.

Book Information

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Customer Reviews

I read this book in a college public relations class. Now, as an account executive in a public relations firm, I still find it invaluable. This text places special emphasis on the evaluation of public relations, and thus it is a credit to our field. I can't recommend it highly enough. Once you have read some introductory book on PR principles, this is required reading.

If ever a book was written that applied the concepts, theories, and functions of public relations to actual real-life scenarios, this is the one. In their Public Relations Practices, Center and Jackson

breathed life into theoretical public relations, bringing it into "the real world" with cases in several areas of public relations--media relations, consumer relations, employee relations, investor relations, community relations, crisis management, public and private issues, interests, & concerns, and most importantly, standards, values, & ethics. Two probable prerequisites to this book would be a book on the basic principles and practices of PR and a book on PR campaign strategies. Public Relations Practices is the door through which the reader is invited to enter "the real world" of PR. Anyone, from the student of public relations to the working practitioner with decades of experience, can greatly benefit from the information contained within this text.

It sufficed. It hasn't been updated since 2010 and there is a lot that has happened in the world of communications in the past four years. I would suggest looking for other materials, unless you need some PR history, and in which case this book would be perfect for you. This gives details of the "syringe in my pepsi can," "tylenol tampering case," "Nestle baby formula," and "tobacco industry" issues and how they were handled through public relations.

Got this book to prepare for my certification as a PR counselor. The case studies were very useful and telling. I received additional insight into crisis communication and strategic planning. I'm happy to share that I passed my exam and am credentialed as a Certified Public Relations Counselor (CPRC) by the Florida Public Relations Association.

The book is geared toward a course in Public Relations and builds on some of the fundamental theoretical frameworks of this field. The book breaks down from employee, community, investor, consumer, and media relations with a mix of public issues and crisis management and ethical standards. The common theme is no matter the issues always tell the truth and have a plan of action. Many of the case studies follow how some companies fail to follow this path and end up dealing with unexpected consequences. Effective public relations elicit mutually favorable behavior from both the organization and its public.

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