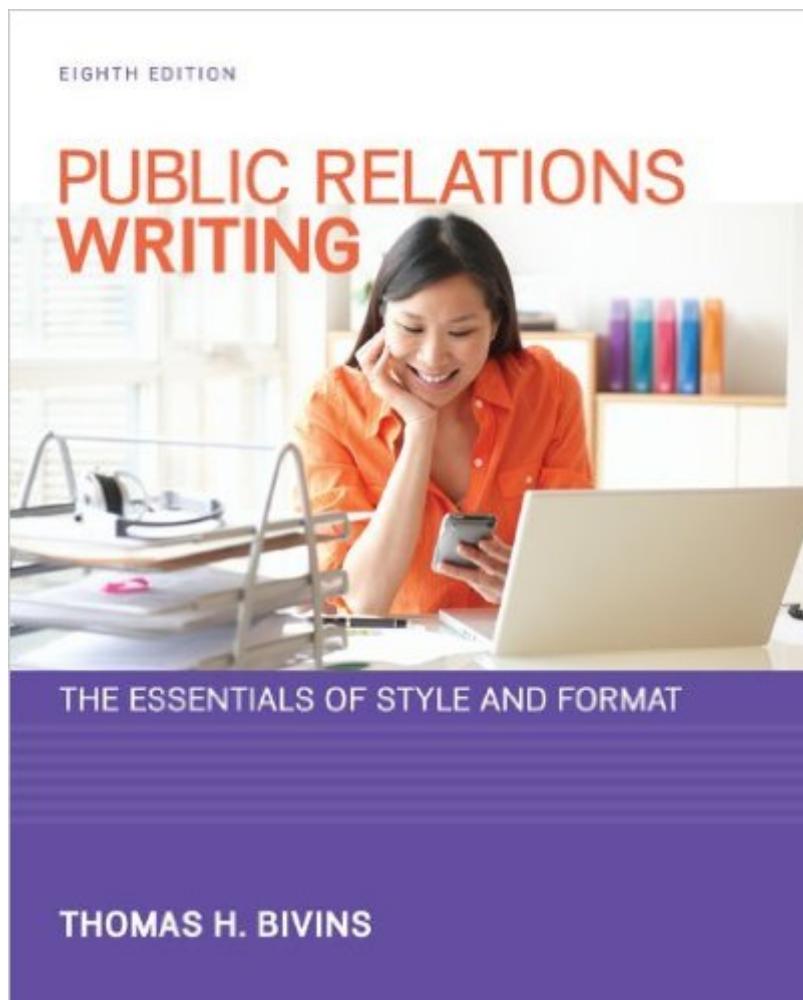


The book was found

Public Relations Writing: The Essentials Of Style And Format



Synopsis

Public Relations Writing is intended for students who plan to work as public relations practitioners. The fundamentals of "Writing" is emphasized above all else and the author provides instructions on organizing releases for everything from broadcast radio to Twitter.

Book Information

Paperback: 352 pages

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Average Customer Review: 4.3 out of 5 stars (See all reviews) (11 customer reviews)

Best Sellers Rank: #287,777 in Books (See Top 100 in Books) #120 in Books > Textbooks > Communication & Journalism > Journalism #136 in Books > Business & Money > Marketing & Sales > Public Relations #435 in Books > Reference > Writing, Research & Publishing Guides > Writing > Journalism & Nonfiction

Customer Reviews

This book is filled with tons of great information for Public Relations majors. Unfortunately, like most textbooks, it's presented in a not-so-exciting fashion. It's a great resource, but not really anything you'll want to read again and again.

Bivin's text is a great book, updated with the latest approaches. Students give it good reviews, too. I'll use it again next year.

The title of this book doesn't reflect its very broad coverage. Indeed, the book discusses a wide range of PR topics, as well as marketing communications and advertising. For this reason, the book is suitable for an undergraduate-level introductory course on corporate communications. However, while the information presented is clear and relevant, it lacks depth. Students who want to pursue PR and marketing writing as a career will want to supplement this book with other resources.

It's a bit dated, but the principles hold up. Interestingly, I got a political writing job 3 weeks after I

bought this book!

very helpful with lay out and proper wording for specific issues that would be used by PIO. very good very good

I learned a lot from this book. I bought it as a main PR text to supplement a professor-assembled PR manual.

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