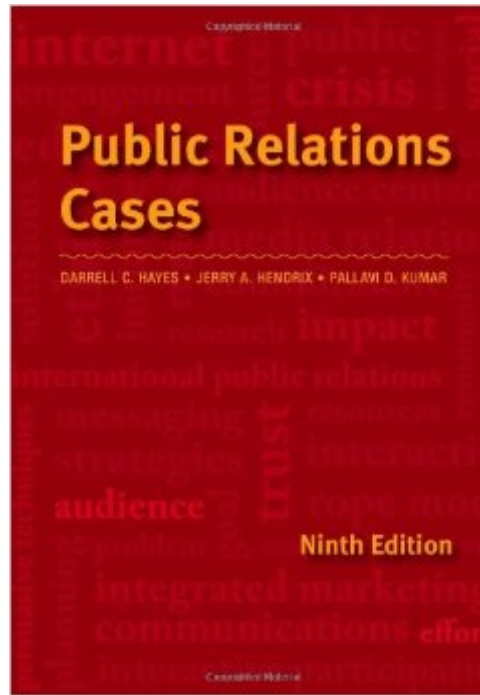


The book was found

Public Relations Cases



Synopsis

Primarily using Public Relations Society of America award-winning cases, PUBLIC RELATIONS CASES, Ninth Edition, presents a clear theoretical grounding in the major areas of public relations. Using the ROPE process model (Research, Objectives, Programming, and Evaluation), the authors keep students focused on the strategic elements of exemplary communications campaigns. The case studies provide glimpses into best practices for public relations campaigns as recognized by professionals in the field. The cases all use a strategic communications model, where clearly defined objectives are based on sound research and good audience analysis, followed by creative tactics that are evaluated for their effectiveness.

Book Information

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Customer Reviews

Well, it's alright if you like being forced to read books for school. However, after you get through the first initial chapters and learn their "ROPE" system, you get the point. It becomes really repetitive with very little more information other than the case studies it uses and examples.

I use this text to teach public relations and have found it easy to organize the class around the book. My students have complained that they want more crisis cases, the structure of the book is repetitive, the thing costs too much, etc. I would criticize because it obviously has a good deal of information missing from the cases (Deepwater Horizon was particularly weak). Instead, I used the missing information as starting points for lengthier discussions on everything from quantitative measurement, sampling, and statistical methods to finding ways to build messages that resonate

with target audiences. Keeping the cases short also has the added advantage of not overwhelming the students while giving them enough information to work with. Sure, this text isn't perfect but it does a really good job of beating PR principles and processes into the reader and providing some excellent jumping-off points for discussion and deeper exploration of the cases and the processes. I will happily continue to use this text but I hope the price can come down at some point.

Got this used, barely used it for my class. Good book but need more graphics.

Really great book for PR courses. Just wish it wasn't so expensive!

Interesting read if studying PR

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