

The book was found

The Practice Of Public Relations (12th Edition)



Synopsis

Pairing Fraser Seitelâ™s unique, humorous voice with the most up-to-date case studies, interviews, news photos, and other techniques, the Practice of Public Relations is truly an âœin-your-faceâ• Public Relations textbook. The 12th edition continues the theme of giving readers the knowledge and skills they need to know to be successful in todayâ™s world of public relations â "including heavy emphasis on social media and ethics.

Book Information

Paperback: 456 pages

Publisher: Pearson; 12 edition (May 26, 2013)

Language: English

ISBN-10: 0133083578

ISBN-13: 978-0133083576

Product Dimensions: 8 x 0.7 x 10.1 inches

Shipping Weight: 1.7 pounds

Average Customer Review: 3.9 out of 5 starsÂ See all reviewsÂ (28 customer reviews)

Best Sellers Rank: #89,206 in Books (See Top 100 in Books) #39 inÂ Books > Business & Money > Marketing & Sales > Public Relations #2048 inÂ Books > Textbooks > Business & Finance #24841 inÂ Books > Reference

Customer Reviews

This was by far the worst textbook I have ever read, including hard science textbooks. I absolutely hate it. It is poorly written with grammatical errors, contradictions, and inaccuracies. You would think by the 12th edition they would have sorted this out. For example, his description of cognitive dissonance is actually a description of confirmation bias, as anyone who has taken even one psychology course should be able to tell you. That is just one example of how sloppy and inaccurate this book is. There also seemed to be no consistent pattern in whether he used the word "communication" or "communications" though they mean different things. This was confusing at times. These errors are harder to stomach since he harps on the importance of accuracy so often. His arguments were also weak. One passage that stands out is his argument that sometimes "the person is the message." This argument was so weak that he couldn't even carry it through and in the same section concludes that sometimes the person is JUST AS important "as the message itself." Obviously, that isn't consistent with the argument he was originally trying to make. The book is also clearly biased toward conservative viewpoints. This wouldn't have been so frustrating if it didn't

so obviously conflict with his frequent messages about being objective. To make matters worse, there are passages that are borderline racist, and some of the implications of the text about women (including passages concerning rape allegations) were offensive. While I understand that he is making an effort to include discussions of current events and addressing several controversial topics, his commentary was disrespectful and even flippant at times.

[Download to continue reading...](#)

The Public Relations Strategic Toolkit: An Essential Guide to Successful Public Relations Practice A Practitioner's Guide to Public Relations Research, Measurement and Evaluation (Public Relations Collection) A Practitioner's Guide to Public Relations Research, Measurement and Evaluation (Public Relations Collection) The Practice of Public Relations (12th Edition) Essential Case Studies In Public Health: Putting Public Health into Practice (Essential Public Health) The Practice of Public Relations (13th Edition) Public Relations: The Profession and the Practice, 4th edition The Practice of Public Relations (11th Edition) Practice of Public Relations The Tenth Edition Barron's Mechanical Aptitude and Spatial Relations Test, 3rd Edition (Barron's Mechanical Aptitude & Spatial Relations Test) Community/Public Health Nursing Practice: Health for Families and Populations, 5e (Maurer, Community/ Public Health Nursing Practice) Public Relations: The Profession and the Practice The PR Styleguide: Formats for Public Relations Practice Practice of Public Relations, The Master The Mechanical Aptitude and Spatial Relations Test (Mechanical Aptitude and Spatial Relations Tests) Research Methods in Public Administration and Public Management: An Introduction (Routledge Masters in Public Management) Public Relations: Strategies and Tactics, Study Edition (9th Edition) Primer of Public Relations Research, Second Edition Sport Public Relations - 2nd Edition: Managing Stakeholder Communication Sport Public Relations: Managing Stakeholder Communication, Second Edition

[Dmca](#)