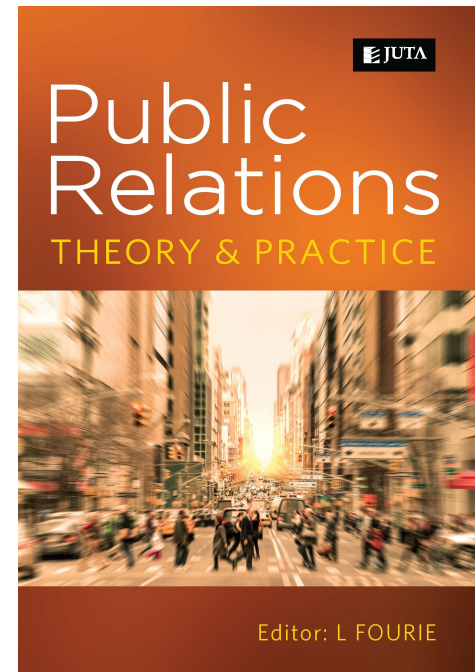


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About this Publication:

Public Relations: Theory & Practice is an exciting new approach to PR in southern Africa. Since the global economic crisis of 2008, Public Relations has become increasingly important in establishing, protecting and saving the reputations of companies. Large companies especially have realised the value and importance of PR.

Contents Include:

- Chapter 1: Defining Public Relations
- Chapter 2: Public Relations, Marketing, Advertising and Branding
- Chapter 3: The Public Relations Planning Process
- Chapter 4: Public Relations and Relationships
- Chapter 5: Research in Public Relations
- Chapter 6: Public Relations and the Media
- Chapter 7: Online Public Relations
- Chapter 8: Public Relations Communication Tools
- Chapter 9: Reputation Management
- Chapter 10: Public Relations Campaigns
- Chapter 11: Corporate Social Responsibility in Public Relations
- Chapter 12: Strategic Management of Public Relations
- Chapter 13: Crisis Management
- Chapter 14: Communication Skills Needed by a Public Relations Practitioner
- Chapter 15: Public Relations in Context

Of Interest and Benefit to:

practitioners alike as they battle with the trends and developments in this field.

Case studies at the end of each chapter show the practical use of the theoretical principles and make the theory more understandable and applicable. This text is a must for academia and practitioners wanting a clear, easy-to-read Public Relations text that explains the various principles and processes associated with image that companies face.

The book focuses on a number of topics:

- Defining Public Relations
- The difference between PR, Marketing, Advertising and Branding
- The PR process
- Research in PR
- PR and the media
- Reputation management
- Corporate social responsibility in PR