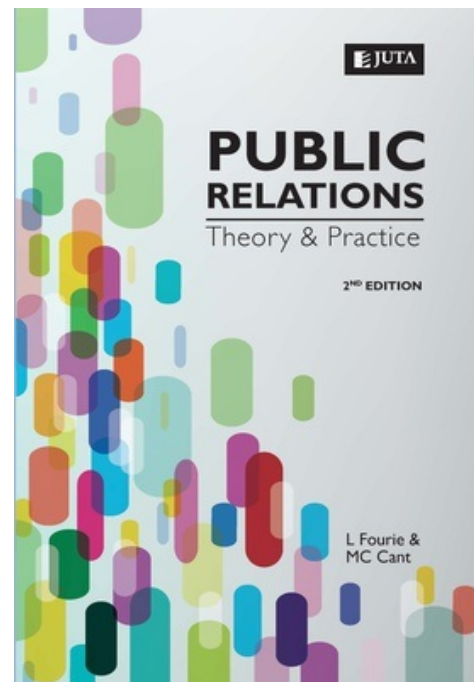


Public Relations

Edition:	2nd Edition
Publication date:	2020
Author/Editors:	
eISBN:	9781485125839
Format:	eBook
Number of Pages:	288
Retail price:	R537.00 (incl. VAT)
Website Link:	juta.co.za/pdf/28309/



About this Publication:

South Africa has been in the international spotlight for a number of reasons in the past few years, some of them negative, which has posed challenges to PR companies. More and more businesses are realising the importance of a good reputation and the value of publicising their positive achievements.

Public Relations: Theory & Practice (2nd edition) focuses on what Public Relations is about, its role in the total marketing effort, and the differences between advertising, marketing and PR. Features that set this book apart from the competition include the following:

- It covers the PR process in a practical manner.
- Highlights the importance of PR research activities, and places special emphasis on the role of the media in PR, and the differences between traditional and online media.
- Addresses ethics and corporate social responsibility in PR.
- Each chapter comes with a case study to illustrate the theoretical principles.
- Discussion questions are included at the end of each chapter.

Contents Include:

- Chapter 1: Defining Public Relations
- Chapter 2: Public Relations, Marketing, Advertising and Branding
- Chapter 3: The Public Relations Planning Process
- Chapter 4: Relationships in Public Relations
- 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
- Chapter 16: The Impact of Social Media on Public Relations

Of Interest and Benefit to:

Introductory and undergraduate students of Public Relations, as well as practitioners, will benefit from this book.