



Public Relations

A Practical Approach

3rd edition

Ellen Gunning

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Now in its third edition, this core textbook provides students with a highly engaging and accessible introduction to the world of PR, covering diverse topics such as event planning, press releases, crisis management, ethics, managing your own PR agency and how to use social media effectively. The author draws on over 25 years of hands-on experience as a PR practitioner and lecturer to provide cutting-edge and insightful examples and debates relating to key contemporary issues, from Twitter-storms and whistleblowing, to the Ebola crisis and media relations in the White House. With information drawn from a wide range of international experts, the book offers case studies that cross continents and cover small, local and large multinational organisations, resulting in a truly global perspective. This new third edition has been comprehensively revised and updated throughout, equipping readers with the practical skills they need to succeed as a PR professional in the twenty-first century. *Public Relations: A Practical Guide* is a must-have companion for all those studying practitioner...

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FEATURES

- A companion website featuring a series of videos and master classes created by the author and the Irish Academy of Public Relations, covering key topics found in the book, including event management, journalism and photocalls
- A practical approach to the topic, offering a hands-on guide for all students and practitioners of public relations
- A lucid and gripping writing style combined with a concise and user-friendly structure