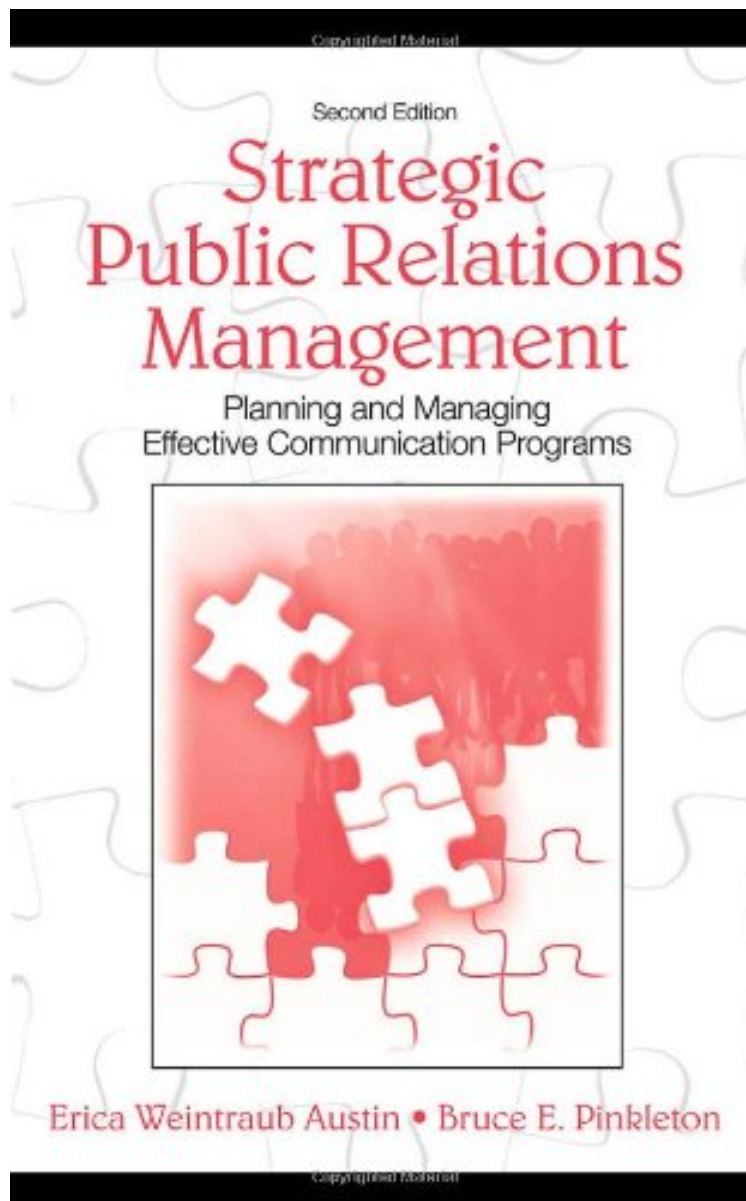


(Mobile book) Strategic Public Relations Management: Planning and Managing Effective Communication Programs (Routledge Communication Series)

Strategic Public Relations Management: Planning and Managing Effective Communication Programs (Routledge Communication Series)

Erica Weintraub Austin, Bruce E Pinkleton
DOC | *audiobook | ebooks | Download PDF | ePub



#1168927 in Books Routledge 2006-06-18Original language:EnglishPDF # 1 8.75 x 6.00 x 1.00l, 1.29 #File Name: 0805853812430 pages | File size: 44.Mb

Erica Weintraub Austin, Bruce E Pinkleton : Strategic Public Relations Management: Planning and Managing Effective Communication Programs (Routledge Communication Series)

before purchasing it in order to gauge whether or not it would be worth my time, and all praised *Strategic Public Relations Management: Planning and Managing Effective Communication Programs* (Routledge Communication Series):

0 of 0 people found the following review helpful. Practical for Students and Practitioners
By Kindle Customer
I teach an upper-level PR class at a major public university with a highly-respected COM department. The class is structured so that small student groups each get a local nonprofit client for the semester. The students work with the clients to structure PR campaigns to help address PR problems for the clients. I've used this book twice for the class and find that it's extremely useful in helping the students to avoid just "doing good PR things." The way the book is structured helps them to think about strategic, goal and objective-driven decision-making to maximize their limited budgets and time with their clients. Many of my students have told me that they find the book helpful and intend to keep it instead of selling it back, which is always a mark of high esteem in a student's mind! Additionally, I refer back to this book in my own professional work at the start of new projects and campaigns. When you practice PR, it's tempting and easy to jump right in, trust your gut, and do good PR things, but taking the time to remind yourself to make strategic, purposeful moves is essential to success and eliminating wasted time, money, and effort. This book gets four stars instead of five from me because so much of the information, especially regarding web-based client research, is painfully outdated. I see that a new edition will be available later this spring and I intend to buy it right away to see if it addresses my concerns, which I anticipate it will. I plan to continue to use this book (although likely in the next edition) with my classes in the future.
0 of 1 people found the following review helpful. great
By Sara Arnett
Very fast shipment, great product. Book was in good shape, very minimal highlighting and marks in the book. Overall happy with my purchase.
0 of 1 people found the following review helpful. Nice
By Elin
I like this book! I got it for my class. It's a useful book for PR person. Good service and book!

This second edition of Erica Weintraub Austin and Bruce E. Pinkleton's popular text, *Strategic Public Relations Management*, helps readers move from a tactical public relations approach to a strategic management style. Building on the first edition, it demonstrates skillful use of research and planning techniques, providing updated research methods that make use of the Internet and programs aiding data entry and analysis. This version also expands its focus to communication program planning more broadly. Chapters in the book cover such critical topics as: *creating a framework for planning; *identifying the elements of a campaign; *determining research needs and developing the research plan; *gathering useful data for strategic guidance; *making research decisions; and *applying theory to professional practice. This book is valuable as a text in public relations management and communication campaigns courses, while also serving as a reference for practitioners. It introduces readers to the tools necessary for developing and presenting comprehensive, effective, and accountable public relations plans, ensuring they are well prepared for managing and executing communication campaigns.