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# PUBLIC RELATIONS

STRATEGIES AND TACTICS



Dennis L. Wilcox • Glen T. Cameron

# Public Relations International Edition Wilcox Paperback

**Lorna M. Daniells**



## **Public Relations International Edition Wilcox Paperback:**

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Reber, 2015-01-16 Clearly explains the basic concepts strategies and tactics of today s public relations practice Public Relations Strategies and Tactics uses real world case studies and examples to explain the basic concepts and theory behind modern public relations practice This comprehensive text is grounded in scholarship and includes references to landmark studies and time honoured public relations techniques The writing is geared to undergraduates and many colourful charts and photos are used to enhance major concepts The full text downloaded to your computer With eBooks you can search for key concepts words and phrases make highlights and notes as you study share your notes with friends eBooks are downloaded to your computer and accessible either offline through the Bookshelf available as a free download available online and also via the iPad and Android apps Upon purchase you ll gain instant access to this eBook Time limit The eBooks products do not have an expiry date You will continue to access your digital ebook products whilst you have your Bookshelf installed *The Handbook of International Advertising Research* Hong Cheng, 2014-01-21 This timely handbook brings academic excellence to international advertising research in the form of 28 contributions from over 40 leading scholars The handbook s comprehensive treatment highlights existing knowledge reports major findings across the subject and recommends directions and agendas for future research Fills the existing gap between the rapid growth in scholarly research on international advertising and the pressing need for more high quality research in the area Covers 28 major areas in international advertising research with contributions from more than 40 international advertising scholars based in over 10 countries or territories Comprehensive treatment includes the history of international advertising audiences and media strategy and execution content effects regulation ethics and advertising education Highlights existing knowledge in international advertising reports major findings on a broad range of topics and offers expert recommendations on directions for future research Contributors represent the most highly respected academics among international advertising researchers

**THINK Public Relations** Dennis L. Wilcox, Glen T. Cameron, Bryan H. Reber, Jae-Hwa Shin, 2013-08-29 The engaging visual design of THINK Public Relations provides an introduction to the field of public relations in an easy to read format Students are introduced to exciting and innovative public relations campaign examples while learning the theory and core

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