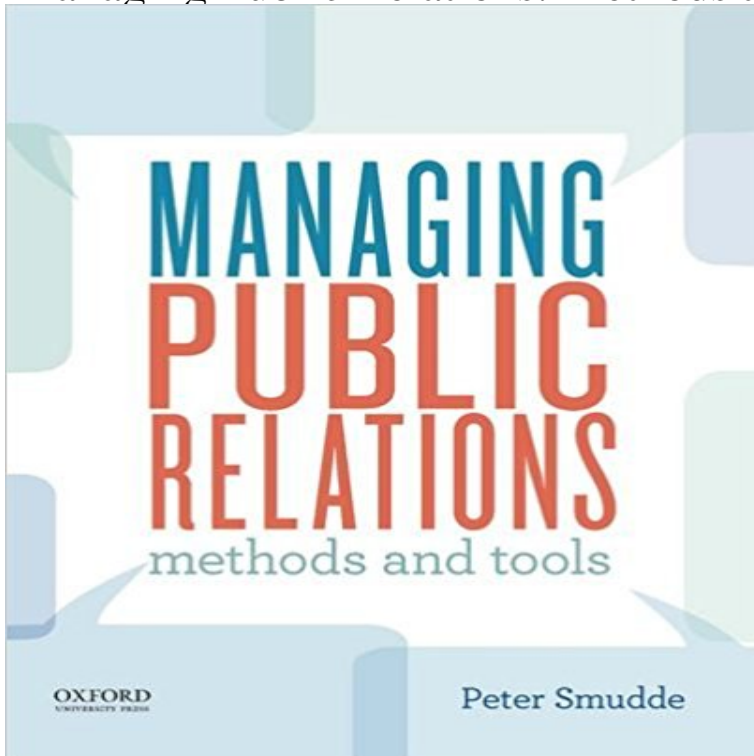


## Managing Public Relations: Methods and Tools



Focusing on the day-to-day matters of running a PR operation, *Managing Public Relations* is the first book to balance both corporate and agency needs while addressing the management of a public relations function. Its unique approach stresses the function of PR within the larger scope of business, showing students how to think like their future bosses and colleagues and making them more competitive in today's job market. Features\* Gives students the business know-how they need in order to succeed in public relations\* Directly applies current, foundational research to the day-to-day management concerns of public relations operations, allowing students to connect theory to practice in a demanding environment\* Balances coverage of both agency and corporate (for-profit, non-profit, non-governmental, and governmental organizations) public relations operations\* Executive Viewpoints-first-person testimonials from actual PR executives-bring concepts, methods, and tools to life for readers as they realize how senior managers work and why\* Rich pedagogy in each chapter assists students in their reading\* A Companion Website offers resources for students and instructors, and an Instructors Manual is available to adopters (please see the preface for details)

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