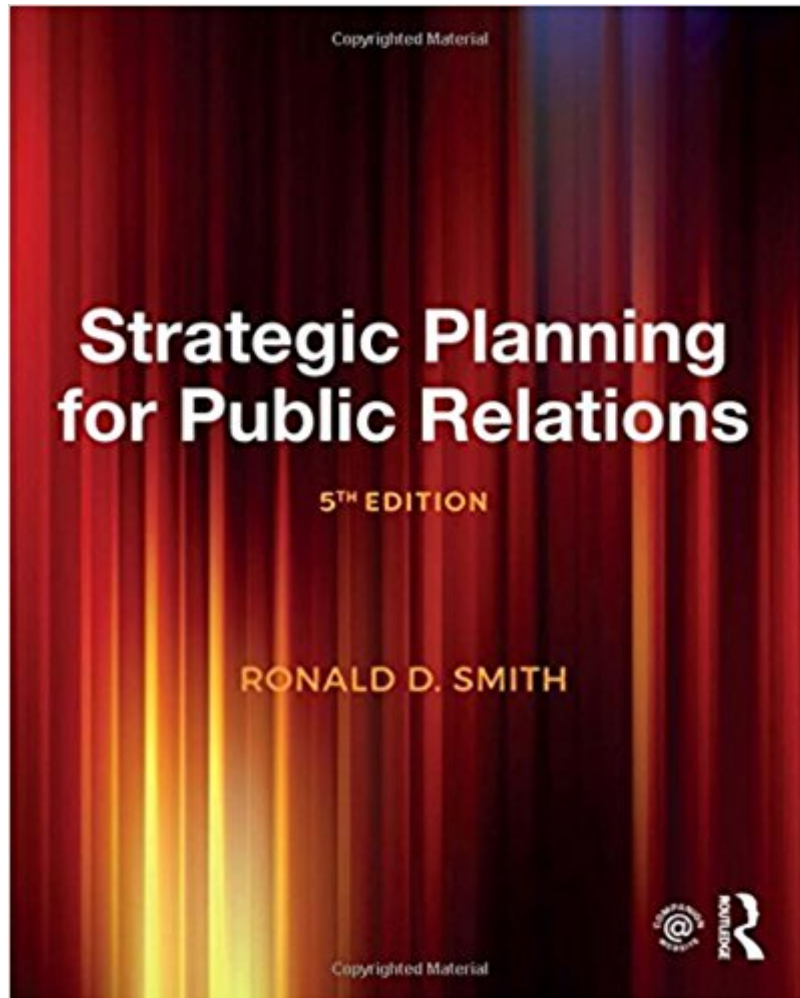




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Strategic Planning For Public Relations



Synopsis

Strategic Planning for Public Relations is in its fifth edition of offering an innovative and clear approach for students looking to learn how to develop public relations campaigns. It is a text intended for those serious about entering the rapidly changing professions of public relations and strategic communication. Ronald Smith shows how to implement pragmatic, research-driven strategic campaigns used in public relations practice, and draws from his years of experience as a professional in the industry and his years of teaching in the classroom. The approach used in this text is a threefold pattern: first, readers are exposed to new ideas, then see them in use, before finally being showed how to apply those ideas themselves. Complex problem-solving and decision-making processes in strategic communication and public relations are turned into a series of easy-to-follow steps, flexible enough to be applicable to myriad situations and organizations in the real world. This new fifth edition follows the same format as previous editions and includes numerous timely and real-world examples of cases and current events, along with classic cases that stand the test of time. It includes new research on opinions and practices within the discipline and covers several recent, award-winning public relations campaigns.

Book Information

Paperback: 574 pages

Publisher: Routledge; 5 edition (May 26, 2017)

Language: English

ISBN-10: 1138282065

ISBN-13: 978-1138282063

Product Dimensions: 1 x 7.5 x 9.2 inches

Shipping Weight: 2.5 pounds (View shipping rates and policies)

Average Customer Review: 3.3 out of 5 stars 20 customer reviews

Best Sellers Rank: #30,597 in Books (See Top 100 in Books) #29 in [Books > Business & Money > Marketing & Sales > Public Relations](#) #134 in [Books > Business & Money > Processes & Infrastructure > Strategic Planning](#) #155 in [Books > Business & Money > Management & Leadership > Systems & Planning](#)

Customer Reviews

Ronald D. Smith is Professor Emeritus of Public Communication and former Chair of the Communication Department at Buffalo State (SUNY). He is an accredited member of the Public Relations Society of America.

I am actually buying this book. I took this course for the summer session at Texas Tech University (Wreck Em!) online, the class was fast paced and being online it is easy to feel like you're not quite getting as much as an in person class. This book is something every entry level PR professional should keep handy at their desk.

The book arrived within the estimated time (on the early side actually). It came in perfect condition! Not marks or bends on the cover, and not even a highlight on the inside! The book itself is simple. We have plowed through the entire book in 4 weeks to gain a foundation in PR. It's a great "starter book," gives great examples that help smooth the transition from classroom to real world.

As promised. Studying for a certification. Good price.

I purchased this book for school. It is well written and follows the strategic planning process for public relations to a tee. This is a great resource to have on your bookshelf.

Another book should put on my bookshelf and desk. I like the examples in this book.

It arrived on time and as expected.

I purchased this book as a text for my Masters in Public Relations course. The author's use of cited examples throughout gives a clear picture of the successful and unfortunate PR techniques for various crisis situations. From the Pepsi syringe case to the Exxon Valdez, we see where PR practitioners went wrong or got it right. Clear definitions of the process and how to apply the knowledge. (This is a review of the Kindle E-reader version)

As expected

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