



Public Relations

Paul Baines, John Egan, Frank Jefkins

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Public Relations: contemporary issues and techniques offers a definitive guide to public relations management. It provides comprehensive analysis and explanation of a full range of modern PR techniques, spanning both inhouse and agency practice.

The text has involved fundamental restructuring and updating of existing material and the incorporation of the new techniques and strategies, for instance:

- * The use of multimedia techniques in PR
- * Overseas media and the globalization of media communications
- * The latest case examples - notably New Labour's rebranding and media management since 1997, government PR during the 2001 war against Afghanistan, and the 2002 football World Cup

The book presents the core strategies for successful PR combining this with indepth advice on implementation and the everyday techniques that every PR person needs to grasp.

With a range of new user-friendly textual features, the book's practical, how-to focus, wedded to firm theoretical analysis, makes it the ideal text for those studying for professionally accredited examinations such as the IPR, CAM and LCCI awards. It is also a useful aide-memoire for all practising PR professionals.

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