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paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Pages Number: 296 Publisher: Higher Education Pub. Date :2008-01-01 version 1. This textbook covers the public relations theory. practice and case three. Chapter introduces the theory of the meaning and management of public relations sense. the history of development of science public relations. public relations of the times and theoretical challenges; practical articles highlights the operability of public relations. describes the four-step Work Act. public relations methods of investigation . public relations and communication skills. public relations. advertising and CIS design. public relations crisis management norms; case papers are selected for detailed analysis of the typical case. to explore the common principles. will be satisfied in the scientific management of public relations track. Contents: the first part of the basic theory of public relations outlined in Chapter 1.1 Public Relations public relations 1.2 Definition and basic characteristics of the concept of public relations. public relations. three specific applications 1.3 Analysis l_4 and related practices of the basic management functions of public relations, public relations chapter Past and Present 2.1 2.2 burgeoning public relations public relations theory and practice of the United States the development of modern public relations the United States produced 2.3 and 2.4 the development of public relations in the historical process of development and prospects of China Chapter III of the three basic elements of public relations 3.1 public relations body - social organization and public relations 3.2 public relations practitioners objects - various internal and external public relations tool 3.3 - Communication and Communication Chapter four-step public relations public relations work during the investigation 4.2 4.1 4.3 PR public relations plan to implement the second part of the PR 4.4 PR evaluate basic Practice the...

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