



Primer of Public Relations Research, Second Edition

By *Don W. Stacks PhD*

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Primer of Public Relations Research, Second Edition By *Don W. Stacks PhD*

This practical, comprehensive work is widely regarded as the standard course text and practitioner reference on public relations research. *Don W. Stacks* explains the key role of research in all aspects of contemporary PR practice, from planning a program or campaign to making strategic changes and measuring outcomes. Step-by-step guidelines and tools are provided for using a wide range of qualitative and quantitative methods to accomplish essential research objectives. The book clearly explains technical aspects of data collection and analysis for readers new to measurement and statistics. Every chapter features review questions and a detailed practice problem. A test bank, suggested readings, case studies, and PowerPoint slides are available to instructors using the book in their courses; see the preface for details.

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Editorial Review

Review

"One of the best public relations textbooks on the market. While social media has changed public relations, research fundamentals have stayed the same. Stacks takes difficult theoretical and statistical concepts and makes them easy to understand, engaging readers through current, practical, and relevant examples. This primer can be used in nearly every communication or business discipline, and is a 'must have' for anyone practicing or learning about public relations."--Tina McCorkindale, PhD, Department of Communication, Appalachian State University "Many consider Stacks to be the world's leading expert on public relations research methodologies. The second edition of this superb book should be required reading for students and practitioners who want to help our field move away from the archaic, outputs-focused, one-way communication that is publicity and press-agentry, and toward strategic, outcomes-focused, two-way communication."--Donald K. Wright, PhD, College of Communication, Boston University

"Looking through the text, I can't think of any topics that the author overlooked. Everything is fresh and current, which is vital for today's students. The second edition takes an excellent practical introduction to public relations research and improves on it by incorporating recent trends and practical examples to help students and practitioners understand the complexities of the field."--Marcia W. DiStaso, PhD, College of Communications, The Pennsylvania State University

"Stacks provides an informed, in-depth examination of research in the context of public relations. Since research methods are not always favorite topics among practitioners and students, understanding the critical role of research in best practices provides the necessary motivation to delve deep into the subject matter. The chapter on ethical concerns in public relations research is a much-needed contribution."--David M. Dozier, PhD, School of Journalism and Media Studies, San Diego State University

"Stacks has created the central repository of essential knowledge about why and how to conduct research that every public relations professional needs. Grounded in the fundamentals of communications theory, the book not only covers technical research skills, but also shows how to apply research to improve the day-to-day practice of public relations. This clear and practical book should become a standard reference on the desk of every public relations professional and should be required reading in every introductory course in the field."--David Michaelson, PhD, President, Echo Research, Inc., New York

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