



Public Relations: Strategies and Tactics (8th Edition)

By Dennis L. Wilcox, Glen T. Cameron

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Using real-life case studies, *Public Relations: Strategies & Tactics* helps students better understand the basic concepts, strategies and tactics practiced in public relations today. Now in its Eighth Edition, *Public Relations: Strategies & Tactics* combines numerous current real-life case studies with fundamental concepts of the field, helping students relate theory to the actual practice of public relations. Grounded in scholarship, the main text and features are all built on references to landmark studies and situations in today's headlines. In this age of corporate and political scandals, terrorism and national health issues, a new chapter, "Conflict Management: Dealing with Issues, Risks and Crises," lays the groundwork for understanding and coping with various crises. Written in a disarming and accessible style, this edition also focuses technology in every application, and it leads readers to think about other creative ways to use new media. This edition continues to be the most definitive, comprehensive introductory text in the market, written by two leading public relations educators.

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Editorial Review

From the Back Cover

Now in its eighth edition, *Public Relations* combines numerous real-life case studies with fundamental concepts of the field, helping students relate theory to the actual practice of public relations. Grounded in scholarship, the main text and features are all built on references to landmark studies and time-honored public relations techniques. Written in a disarming and accessible style, this edition also focuses on technology in every application, and it leads readers to think about other creative ways to use new media.

New to the Eighth Edition

- In an age of corporate scandals, terrorism and national health issues, a **new chapter on “Conflict Management: Dealing with Issues, Risks and Crises”** lays the groundwork for understanding and coping with various crises
- Merges chapters on “What is Public Relations” and “The Individual in Public Relations” into a **more comprehensive introductory chapter** that focuses on both the field and the professionals within it.
- The **Tactics section**, with chapters on written, spoken and visual techniques, **has been wholly revised and placed earlier in the text** to give students some hands-on work samples earlier in the course.
- Unifies three time-honored boxed features—**Ethics, Global, and Insights**—under an **“On the Job” banner** to enhance the **applied focus** of the book.
- **Technology coverage has been updated throughout the book**, particularly in the three Tactics chapters and in **Chapter 13: New Technologies in Public Relations**, helping students to understand the impact of technological innovations on the future of public relations.
- **Includes new data on the top public relations firms and codes of ethics** from national and international trade associations, providing the most current information on the Public Relations industry today.

Praise for *Public Relations: Strategies and Tactics*

“I had forgotten how good and thorough this text is. It has always been the standard of the introductory public relations textbook and it remains so today. Its content is up-to-date, well researched, and clearly organized in a way that instructors and their students will appreciate.”

Maureen Taylor, Rutgers University

“This text definitely achieves one of my primary objectives in an intro course — an understanding of compromises. It makes the readers aware of how much of the symbolic world around them is the result of Public Relations.”

Josh Boyd, Purdue University

Users Review

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Eric Fincher:

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Don Morris:

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