

## Public Relations (Chinese Edition)



This book contains four chapters. The chapter of theories introduces the basic concepts, revolution, elements, characteristics, principles and functions of public relations, paying close attention to the elucidation on the subject, object and medium of public relations. The chapter of practice expounds the procedure, thematic activities, crisis management and the etiquette of public relations, as well as practical writing for public relations. It introduces new practice with definite targets from social hot issues to serve reality. The chapter of techniques elaborates image-building of organizations, network technology and language arts for public relations and so on, to strengthen the technical guidance for realistic public relations activities. The chapter of planning introduces the basic theories, principles, procedures and so on, to keep step with the day, strengthen the theory of planning, improve the level of planning and serve the realistic work.

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