

This book analyzes the role of PR and its importance as an integral part of the overall business plan. It covers both internal and external PR operations, and presents case studies which examine common problems and offer effective solutions. It even looks at crisis situations and discusses the role of PR in dealing with them effectively. It covers all relevant issues, including: A practical definition of PR and its role, Evaluating the effectiveness of PR, Diagnosis of problems, How PR is actually done and the ideal PR person. This fully revised second edition provides a wealth of information on new techniques for evaluating PR performance. Its international approach makes it highly topical, and its guide to the most appropriate PR courses currently available will be invaluable for those looking for a career in PR management.

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