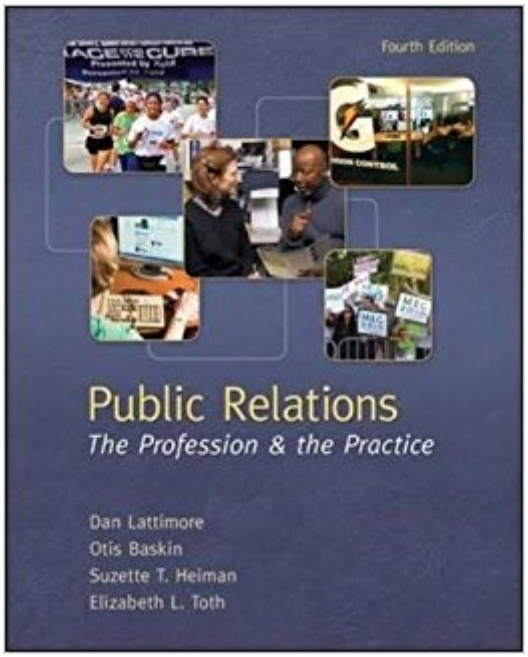
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Public Relations: The Profession And The Practice



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Synopsis

Coverage of global markets, new technologies, multiculturalism, and the latest news about public relations in action make this dynamic text the cutting-edge choice for public relations courses. In a personal and jargon-free style, this text presents and explains the fundamental tools of public relations practice, providing a multi-disciplinary understanding of the emerging trends within the field, with spotlights on people and issues of interest to students.

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Customer Reviews

Dan Lattimore, Ph.D. is Vice Provost for Extended Programs and Dean of University College at the University of Memphis. He is also professor of Journalism. His undergraduate degree in journalism and economics is from Texas Christian University. He holds masters degrees from TCU in economics and Southwestern Baptist Seminary in education administration and his doctorate in mass communication is from the University of Wisconsin. He is the author of five books including Public Relations: The Profession and Practice, 5th Edition, published by McGraw Hill, and The Broadcast News Process 7th Edition, published by Morton Publishing Co. He is an accredited member of the Public Relations Society of America and is past chair (twice) of the Education Affairs Committee for PRSA. He is a past president of the PRSA Educators Academy and past president of the Memphis Chapter of Public Relations Society of America. Dr. Lattimore was vice president of the Accrediting Council for Journalism and Mass Communication for 6 years and rotated off the Council after 12 years on the Council last May. He is a member of the Commission for Public

Relations Education. Among his professional work was 10 years as communication director for several USAID projects throughout the world where he produced numerous films and videos. He was acting director for a $20 million USAID project with Colorado State University, Utah State University and Cornell University for one year and associate director for the Colorado State project for three years. He was also communications director for the Minnesota-Wisconsin Baptist Fellowship for two years. He is the chair of the Curriculum Committee for the Regents Online Degree Programs for the Tennessee Board of Regents. He also developed the first online masters program in journalism in the country in 1995.

Perfect textbook for the communications student. Great examples, provocative 'what ifs' and excellent instruction on history, how-tos with successes and consequences of poor communication in PR. Also $100 cheaper than the college book store!

Pretty much everything you've ever wanted to know about the world of Public Relations. It also serves as a great introduction and overview of the industry for newbies to the field, or people who just don't know much about PR, how it works, and/or what you can do with it.This book, plus my great Introduction to PR professor, really inspired me to switch into the PR field. =)

Very good book! I wish I had bought this as it provides case studies of businesses we see all the time and has interesting history bits too. The smooth writing style makes this book easy. The publisher's site has excellent practice quizzes that prepared me for my exams. Got an A!

Book wasn't in the best condition when i received it but all pages was there & not marked on.

I am a single mother that goes to college and loves a deal. I always look on first for my textbook to see if they have, because 95% of the time if they have them, they are considerably less. I needed this book for school and paid a little over half what the school bookstore was asking for it!! Thank you!

This is a great book. I had to rent it for a college class that is why it only gets 4 stars. There are a lot of great case studies in it, and I even take the test by computer that has helped me remember the information for class. Minnie H.

Exactly as expected.

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