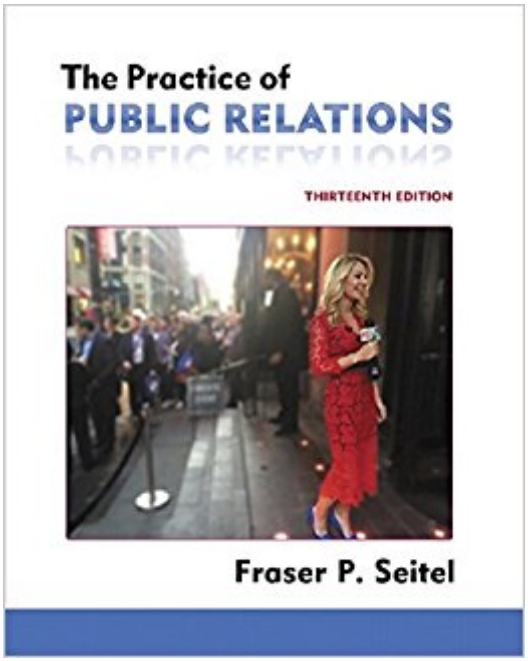
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The Practice Of Public Relations (13th Edition)



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Synopsis

For courses in public relations. Ã Â Prepares Readers for Public Relations Work with an Emphasis on Ethics and Contemporary, Real-world Applications Featuring an intensely practical approach that favors reasoning, justification, and applications that work, The Practice of Public Relations prepares readers for contemporary public relations work in the changing landscape of the 21st century. Ã Â Fraser SeitelÃ¢â ¬â„¢s writing combines a contemporary, real-life approach that marries his experience in the field with a light-hearted, energetic prose style. This Thirteenth Edition has been thoroughly updated to include recent public relations cases with a continued emphasis on ethics, using examples that span several fields and countries. Building on the successes of the previous edition, this text remains the most visual text on the market, as well as the most comprehensive in its discussion of social media as it relates to public relations.

Book Information

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Customer Reviews

Fraser P. Seitel is a veteran of five decades in the practice of public relations, beginning, he claims, Ã¢â ¬Å“as a child.Ã¢â ¬Â• In 2000, PR Week magazine named Mr. Seitel one of the 100 Most Distinguished Public Relations Professionals of the 20th Century. Ã Â In 1992, after serving for a decade as senior vice president and director of public affairs for The Chase Manhattan Bank, Mr. Seitel formed Emerald Partners, a management and communications consultancy, and also became senior counselor at the worldÃ¢â ¬â„¢s largest public affairs firm, Burson-Marsteller. Ã Â Mr. Seitel has been a regular guest on television and radio, appearing on a variety of programs on the Fox News Network and CNN, ABCÃ¢â ¬â„¢s Good Morning America, CNBCÃ¢â ¬â„¢s Power Lunch, as well as on MSNBC, Fox Business Network, the Fox Radio Network, and National Public

Radio. Ã Â Mr. Seitel has counseled hundreds of corporations, hospitals, nonprofits, associations, and individuals in the areas for which he had responsibility at ChaseÃ¢â ¬â •media relations, speech writing, consumer relations, employee communications, financial communications, philanthropic activities, and strategic management consulting. Ã Â Mr. Seitel is an Internet columnist at odwyerpr.com and a frequent lecturer and seminar leader on communications topics. Over the course of his career, Mr. Seitel has taught thousands of public relations professionals and students. Ã Â After studying and examining many texts in public relations, he concluded that none of them Ã¢â ¬Å“was exactly right.Ã¢â ¬Â• Therefore, in 1980, he wrote the first edition of The Practice of Public Relations Ã¢â ¬Å“to give students a feel for how exciting this field really is.Ã¢â ¬Â• In four decades of use at hundreds of colleges and universities, Mr. SeitelÃ¢â ¬â„¢s book has introduced generations of students to the excitement, challenge, and uniqueness of the practice of public relations.

I thought the book provided a good basic introduction to what public relations entails. The chapters were pretty quick reads which I appreciated when taking an accelerated 8 wk class. My issue with this product is the accompanying online materials put out by Pearson. The practice multiple choice and T&F quizzes along with the bank of questions used in weekly quizzes for grades had lots of errors. Often, out of a 30 question quiz, there would be three questions that were out and out wrong. I could find the correct answer word for word in the text, and it didn't match the "so-called correct answer" on the quiz. I then had to take the time to document the problem and send to professor for review in order to get back the points lost. This was frustrating for me and the professor. I was not the only one in the class with this issue - so it seems in this new edition to be a rampant problem. I am hoping that the publisher fixes this and that's the reason I'm documenting it here - maybe bad press will get them to do something.One of the tenants of public relations is "no errors" in the communications. Unfortunately - someone didn't take that advice to heart when developing the quiz questions. Frustrating to the nth degree!

Perhaps my interest in the subject matter is boosting my personal opinion of the book but i thought the text illustrates the concepts of public relations well and the chapters about public relations writing are actually useful for any writer i feel. I is a bit repetitive when it talks about how to communicate and why because there is a apparently a lot of theory in the field to describe phenomena tat most people understand intuitively but its not too bad. This book has many newer and older editions and i cant speak on all of them (though the editions directly before and after are

likely to be very similar) but if you can snag this for 20- 25 dollars on i don't think you'll be disappointed.

I used this for my PR class and was greatly disappointed to see the outdated examples. They may have been great examples but really.... The Tylenol murders from 1982 was one of the most recent decent examples of PR?

Decent textbook. I've used worse.

exactly as needed

Horrible textbook. The book mainly consists of lists and what people in the field have faced. They don't go over enough history or theories. And the theories they do cover are confusing and barely make sense.

I am still going thru this book and am happy that it was purchased.

This was a required text for my intro to PR class and i thought it did a great job at summing up a complicated and sensitive industry.. I've read the whole thing cover to cover and I've referenced it for many other classes too.

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