

Public Relations Strategy

Deborah A. Silverman, Ronald D. Smith

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Strategies and Tactics This is optional Public Relations Strategy Sandra M Oliver, 2009-11-03 This challenging book reflects the intense discussion that is taking place on the nature of public relations and how it develops and supports management strategy It links models and theories of strategic management to the PR function and discusses how globalization and the Internet are changing organizational PR strategy This new and updated version of Public Relations Strategy explains how PR lies at the heart of sound ethical corporate communication as a core strategic management function The new edition explores the following topics PR as strategic and issues management the governance role of PR within organizations attaining and maintaining reputation internal communication as PR strategy online offline media relations research matters exploration and evidence managing ethics and evaluation in PR programming Including many new international case studies this fully updated third edition of Public Relations Strategy is a useful addition to the thinking practitioner's library and an invaluable learning tool for students undertaking examinations in PR and related disciplines

Strategic Public Relations Management Erica Weintraub Austin, Bruce E Pinkleton, Bruce E. Pinkleton, 2006-11-06 This second edition of Erica Weintraub Austin and Bruce E Pinkleton's popular text Strategic Public Relations Management helps readers move from a tactical public relations approach to a strategic management style Building on the first edition it demonstrates skillful use of research and planning techniques providing updated research methods that make use of the Internet and programs aiding data entry and analysis This version also expands its focus to communication program planning more broadly Chapters in the book cover such critical topics as creating a framework for planning identifying the elements of a campaign determining research needs and developing the research plan gathering useful data for strategic guidance making research decisions and applying theory to professional practice This book is valuable as a text in public relations management and communication campaigns courses while also serving as a reference for practitioners It introduces readers to the tools necessary for developing and presenting comprehensive effective and accountable public relations plans ensuring they are well prepared for managing and executing communication campaigns Strategic Planning for Public Relations Deborah A. Silverman, Ronald D. Smith, 2024-03-14 The seventh edition of Strategic Planning for Public Relations maintains its status as a leading text to guide students in developing successful public relations campaigns Deborah Silverman and Ronald Smith bring their experience as instructors and public relations professionals to the book providing clear step by step guidance on how to plan and implement strategic communications campaigns This new edition includes diverse examples of current cases along with classic cases that stand the test of time It includes new Ethics Minutes scenarios in each step a new research step and examples of award winning public relations campaigns It also significantly increases information on social media and features a reformatting of the tactics step into four separate parts based on the PESO model paid media earned media shared media and owned media As a leader in teaching public relations strategy this text is ideal for students in upper division undergraduate and graduate courses in public relations strategy and campaigns Complementing the book are online

resources for both students and instructors For students step overviews useful links to professional organizations and resources checklists for the ten steps in the planning process and two sample campaigns For instructors an instructors manual PowerPoint slides sample syllabi a critique evaluation worksheet and checklists for the ten steps in the planning process For these online resources please visit www routledge com 9781032391168 **Public Relations: Strategies and** Tactics, Global Edition Dennis L. Wilcox, Glen T. Cameron, Bryan H. Reber, 2015-01-16 Clearly explains the basic concepts strategies and tactics of today s public relations practice Public Relations Strategies and Tactics uses real world case studies and examples to explain the basic concepts and theory behind modern public relations practice. This comprehensive text is grounded in scholarship and includes references to landmark studies and time honoured public relations techniques The writing is geared to undergraduates and many colourful charts and photos are used to enhance major concepts The full text downloaded to your computer With eBooks you can search for key concepts words and phrases make highlights and notes as you study share your notes with friends eBooks are downloaded to your computer and accessible either offline through the Bookshelf available as a free download available online and also via the iPad and Android apps Upon purchase you ll gain instant access to this eBook Time limit The eBooks products do not have an expiry date You will continue to access your digital ebook products whilst you have your Bookshelf installed Strategic Public Relations Management Erica Weintraub Austin, Bruce E. Pinkleton, 2015-02-20 Strategic Public Relations Management features an applied approach to evidence based strategic public relations management It emphasizes understanding audiences through research and demonstrates success through quantitative evaluation methods. The volume presents a scientific approach that helps future and current practitioners understand and communicate the value of public relations to others using performance metrics to demonstrate return on investment New to the third edition New examples on the effective use of digital communication and online research tools Updated guidance on researching using digital tools and social media New examples that provide a more accessible pathway to real world application In addition to these new features the book covers Creating a framework for planning Up to date research tools and how to develop a research plan Gathering useful data for strategic guidance Real world examples that provide readers with realistic cases and situations Applying theory to professional practice The book s accessibility will be welcomed by instructors and students with definitions of terms a how to approach and an accessible style of writing throughout Public Relations As Relationship Management Eyun-Jung Ki, Jeong-Nam Kim, John A. Ledingham, 2015-04-24 The emergence of relationship management as a paradigm for public relations scholarship and practice necessitates an examination of precisely what public relations achieves its definition function and value and the benefits it generates Promoting the view that public relations provides value to organizations publics and societies through relationships Public Relations as Relationship Management takes a in depth look at organization public relationships and explores the strategies that can be employed to cultivate and maintain them Expanding on the work published in the first

edition this thoroughly up to date volume covers such specialized areas of public relations as non profit organizations shareholder relations lobbying employee relations and risk management It expands the reader's ability to understand conceptualize theorize and measure public relations through the presentation of state of the art research and examples of the use of the relationship paradigm Developed for scholars researchers and advanced students in public relations Public Relations as Relationship Management provides a contemporary perspective on the role of relationships in public relations and encourages further research and study Public Relations Management in Africa Volume 2 Albert A. Anani-Bossman, Takalani E. Mudzanani, Cornelius B. Pratt, Isaac A. Blankson, 2023-07-19 This two part volume the first of its kind examines current pedagogical modules and research directions in public relations and communication management identifying emerging issues driving the practice in Africa In comparison to its Western and Asian counterparts literature on public relations management in Africa is limited and much of it is examined through the lenses of Western philosophies and pedagogies failing to reflect Africa's socioeconomic political and cultural contexts. This project aims to change that Albert Volume 2 brings together African scholars moving beyond organizational impact to share the wider theoretical and practical perspectives on the practice of public relations on the continent within its cultural global and technological milieu Through conceptual discussions and empirical analyses this volume shows how Africa is gradually coming out of the shadows of the Western world by building a body of knowledge the reflects the nature of public relations management on the continent Chapters cover how public relations contributes to strategic management in Africa health communication and public relations management strategic management of issues as well as the implications of the fourth industrial revolution for public relations practice in Africa

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