



# The Public Relations Handbook (Media Practice)

By Alison Theaker

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## The Public Relations Handbook (Media Practice) By Alison Theaker

The Public Relations Handbook is a comprehensive and detailed introduction to the theories and practices of the public relations industry. Tracing the history and development of public relations, it explores ethical issues which affect the industry, examines its relationship with politics, lobbying organisations and journalism, assess its professionalism and regulation and advises on training and entry into the profession. The Public Relations Handbook combines theoretical and organisational frameworks for studying PR with examples of how the industry works in practice. It draws on a range of promotional strategies and campaigns from businesses and charities, including Railtrack, Voice of the Listener and Viewer, Marks and Spencer, the Metropolitan Police, the Prince's Trust, Daewoo cars and the NSPCC. The Public Relations Handbook includes: \* interviews with press officers and PR agents about their working practices \* case-studies, examples, press releases and illustrations from a range of campaigns from multinational corporations, local government and charities \* specialist chapters on financial public relations, business ethics, online promotion and the challenges of new technology \* over twenty illustrations from recent PR campaigns. Jo Chipchase runs Can-U-Hack-It Ltd - a Brighton based new media company. Johanna Fawkes is Course Leader for BA Public Relations at Leeds Metropolitan University. Anne Gregory is Head of the School o

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## **The Public Relations Handbook (Media Practice) By Alison Theaker Bibliography**

- Sales Rank: #15743055 in Books
- Published on: 2001-07-08
- Original language: English
- Number of items: 1
- Dimensions: 9.25" h x 6.25" w x .75" l, 1.10 pounds
- Binding: Paperback
- 304 pages



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#### About the Author

Alison Theaker is head of training and education at the Institute of Public Relations and was formerly principal lecturer and course leader in public Relations at Leeds Business School. She is the co-author of *Effective Media Relations*.

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