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THINK Public Relations (2013 Edition)



Synopsis

-- THINK Currency.Â THINK Relevancy.Â THINK Public Relations. Â The engaging visual design of THINK Public Relations provides an introduction to the field of public relations that successfully blends theory and practice in an easy-to-read format.Â Students are introduced to exciting and innovative public relations campaign examples in the context of relevant theory and core concepts that they will need to succeed in the world of public relations. The authors offer a practical approach to the study of public relations and emphasize competition and conflict management, while providing a concise, comprehensive overview of the profession. Â A better teaching and learning experience This program will provide a better teaching and learning experienceâ for you and your students.Â Hereâ™s how: Improve Critical Thinkingâ Questions and cases throughout the text encourage students to think critically about public relations topics. Engage Studentsâ An appealing visual design and real-world applications engage students in the material. Apply Ethicsâ Feature boxes introduce readers to the important ethical and legal issues facing public relations practitioners today. Â

Book Information

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Average Customer Review: 4.0 out of 5 starsÂ Â See all reviewsÂ (20 customer reviews)

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Customer Reviews

I rented this textbook and it's an easy read with good information. I got an A in my class and this book is so well put together that the information isn't scattered like other textbooks. Everything is where you expect it to be.

Bought this book, "Used, Like new." Arrived sooner than expected. Condition is as promised. Turns

out the text is an "Instructor Review" text, but it works just fine. For the price, I can't complain about anything.

The magazine-esque format is neat considering how reading trade magazines is already so popular in this field. The content is okay, it's certainly effective enough to go with a class, but the format is the big winner here.

This text does provide the information I expected and the contents are good from a public relations point of view. When looking at the cover, it looks more like a magazine which is what they attempted to do with the organization of the information. This is a poor structure for a textbook. With a magazine, it functions because it draws your eye to the advertisements but with a textbook, it is too busy. When studying a textbook, a student needs information to be formatted properly to retain it. I wouldn't recommend this textbook simply because of the formatting. Hopefully, the next edition will be organized in a way that is easier to follow.

One of the worst textbooks EVER!! It was absolutely horrible! Hard to follow, the text breaks up and is all over the board. It had no flow to it, text would jump all over the place due to all the "btw" articles, "did you know?" captions and other crap like that. It is current with the times, but my God it is dry, boring and useless in my opinion. I hated this book and if I could give it no stars, by all means I would. I cringed each time my class was assigned two to three chapters each week and were quizzed on that material. The worse part of my class was this book. I am burning it now that I'm done with the class!!

Not your traditional textbook which makes it easy to read, to follow and keeps it interesting. It uses up-to-date examples, it's colorful and well written.

I was not able to download this to my Kindle and there was no way to cancel it. I won't use this service again. Very disappointing.

As many have said, it's just like a magazine. Although I don't really read magazines, this is better than a big textbook.

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