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Public Relations Writing And Media Techniques



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Synopsis

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. The most comprehensive and up-to-date public relations writing text available has just been updated in the 8th edition. With real-world examples of award-winning work by PR professionals, *Public Relations Writing and Media Techniques* continues to help readers master the many techniques needed to reach a variety of audiences in today's digital age. This book emphasizes the nuts and bolts of writing, producing, and distributing public relations materials through traditional and social media, making it valuable to public relation professionals and students alike.

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Customer Reviews

This text was so helpful throughout my Public Relations Writing class and is now still helpful that I am graduated. I love that this text book came three hole punched - I put the pages into a binder and it was much more convenient than a big thick, hard cover book. I was able to keep all of my class material in the same binder that my text was in and now I can go back and refer to all of that at

once. I'd highly suggest not only the book, but getting it three hole punched from this seller.

Great!! No complaints.

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