



Public Relations: An Introduction

By Shirley Harrison

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Public Relations: An Introduction By Shirley Harrison

This work provides an introduction to understanding how and why public relations works. It describes the key frameworks and developments in public relations, making the vital link between theory and practice by the use of case histories. Assessing theories of communications and PR models, the author then looks at the key elements of any successful public relations programme and their application in specific areas such as: corporate relations; crisis management; internal communication; the public sector; and community relations.

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