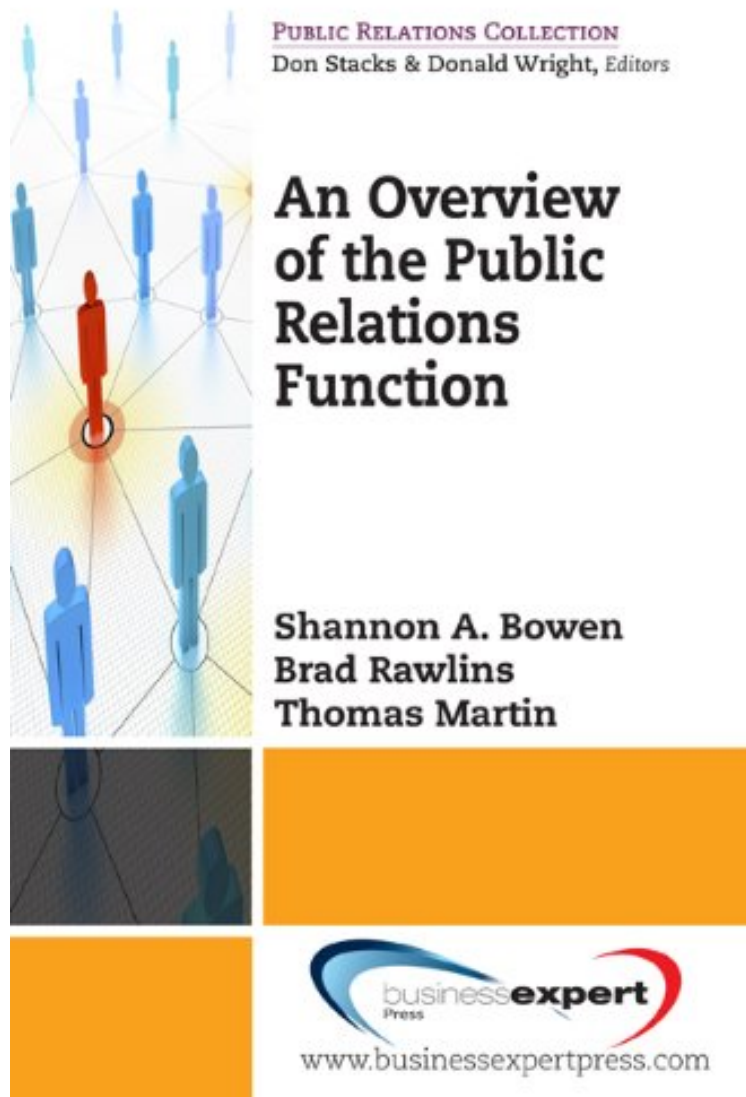


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Shannon A. Bowen

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Shannon A. Bowen : An Overview of the Public Relations Function (Public Relations Collection) before purchasing it in order to gage whether or not it would be worth my time, and all praised An Overview of the Public Relations Function (Public Relations Collection):

0 of 0 people found the following review helpful. Five StarsBy CustomerOkay1 of 1 people found the following review helpful. Short and SweetBy Ashley DufaultIt's an easy, informative read and is repetitive enough to the point where it is only as helpful as it needs to be. The book may be short, but I found it to be more helpful than longer, more

detailed texts. 1 of 1 people found the following review helpful. Discussion on strategy (RACE) and STOW were good. By Craig Deborah Palmer I was hoping for more ideas on how to identify demographics and different types of media to use to reach the varying types of people. Discussion on strategy (RACE) and STOW were good.

This book provides an executive overview of the field of public relations with a focus on what managers need to know to master the function quickly and effectively. The authors bring to bear on the topic of public relations management our research and academic knowledge in the areas of business management and strategy, mass communication, marketing, public relations, organizational communication, journalism, ethics, and public opinion along with years of professional experience in managing public relations.

About the Author Shannon A. Bowen is Associate Professor in the Public Relations Department of the S. I. Newhouse School of Public Communications, Syracuse University. Bowen specializes in public relations ethics, strategic communication management, internal relations, and public relations pedagogy. Bowen's Ph.D. (2000) is from the University of Maryland, working with James and Larissa Grunig, of the excellence theory, as well as business management scholars. Bowen is considered an expert on issues management, Kantian ethics, and executive decision making. She is Contributing Editor of Media Ethics magazine and Joint Editor of peer-reviewed Ethical Space: The International Journal of Communication Ethics. Brad Rawlins is a tenured Associate Professor and Chair of the Department of Communications at Brigham Young University. He teaches courses in public relations, research methods, and ethics. He has spearheaded efforts to assess and measure the learning outcomes of the curriculum and has developed an undergraduate course on PR research and measurement. Thomas R. Martin serves as Executive-in-Residence in the Department of Communication at the College of Charleston in Charleston, South Carolina. He was named to the position, the first of its kind, in February, 2007 and joined the faculty in August, 2007. In this role, Martin works with the students, faculty and administration of the College to enhance the relationship between the Communication Department and the business community and to help its students successfully transition into the business world.