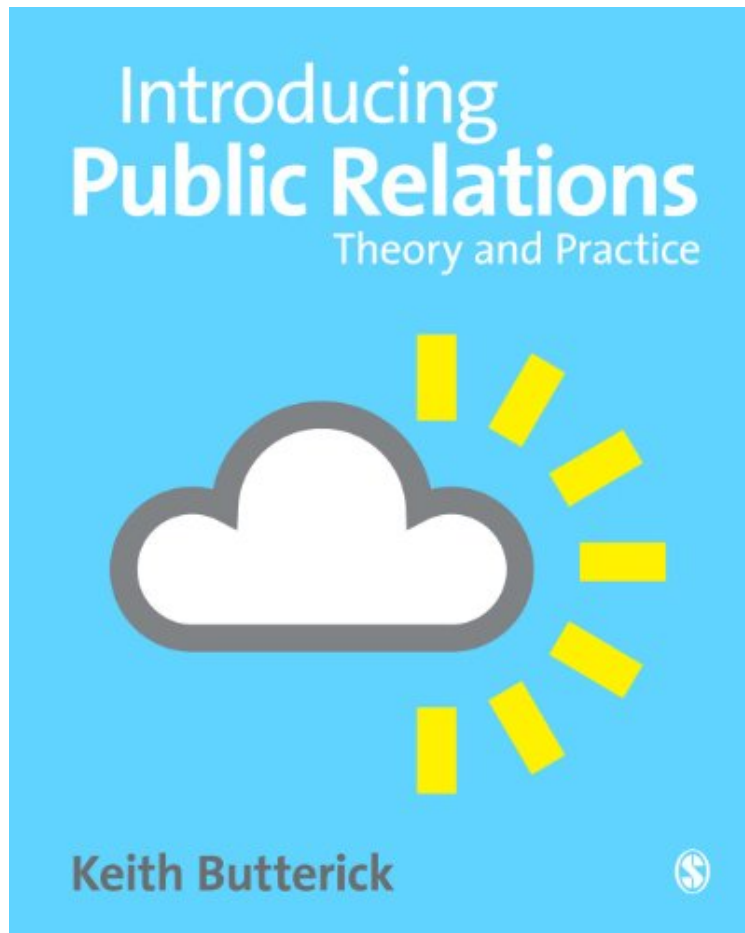


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Introducing Public Relations: Theory and Practice

Keith Butterick

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Keith Butterick : Introducing Public Relations: Theory and Practice before purchasing it in order to gage whether or not it would be worth my time, and all praised Introducing Public Relations: Theory and Practice:

Introducing Public Relations is your guide to the basics of public relations: where it came from, what it means and what issues the industry faces today. It takes readers from the origins of PR all the way to the newest theoretical debates, explaining along the way the changes and development of the role of the PR practitioner. With interviews and 'day in the life' examples from a wide range of professionals in the industry students will learn what PR practitioners do, what they think and how the industry really works. Putting the student first, this book: Gives a grounded, critical coverage of the history and theory of PR, so students understand not just the what but the how and why Covers all aspects of PR in practice, from in-house and consultancies to government, sport, NGO and corporate PR Packs each chapter with case studies, anecdotes from the field and career advice from expert PR professionals Helps easy revision with exercises, summaries and checklist. Highly accessible and engaging, there is no better headstart to understanding

what PR is all about. It is the perfect text for any students encountering public relations theory and practice for the first time.

About the Author Keith Butterick has worked in journalism and Public Relations. His career started in local newspapers before specialising in magazine journalism and finance and business journalism. His work as a business journalist included Business Editor of 'Yorkshire on Sundays'; editor of various trade publications such as 'Caring Today'; and 'Private Wealth Advisor'; 'Business in Yorkshire'; He launched and edited two successful business magazines 'Finance North'; and 'Northern Business and Finance'. He was twice the winner of the Industrial Society/Texaco Industrial Society of Industrial Journalist of the Year and shortlisted twice in the British Society of Magazine Editors business magazine section. He was also Northern Business Journalist of the Year on two occasions. In Public Relations he has worked across a number of sectors, in both Public Relations consultancies and as in-house PR practitioner for a public company handling media and investor relations. His working experience includes consumer PR he was a director of a financial public relations where he worked on the flotation of a number of companies. He has also worked in public affairs. He also worked as press officer for the Labour Party during general and European elections. He is one of the few researchers in the UK working in the field of business and financial journalism, his book, Collusion and Complacency: A Critical Introduction to Business and Financial Journalism will be published October 2015. A former Councillor and with his experience has advised Local authorities on communication strategy and carrying out communication audits. He also advises many large scale companies on Public Liaison Panels, he is an expert on community engagement and has run many consultation programmes on behalf of clients.