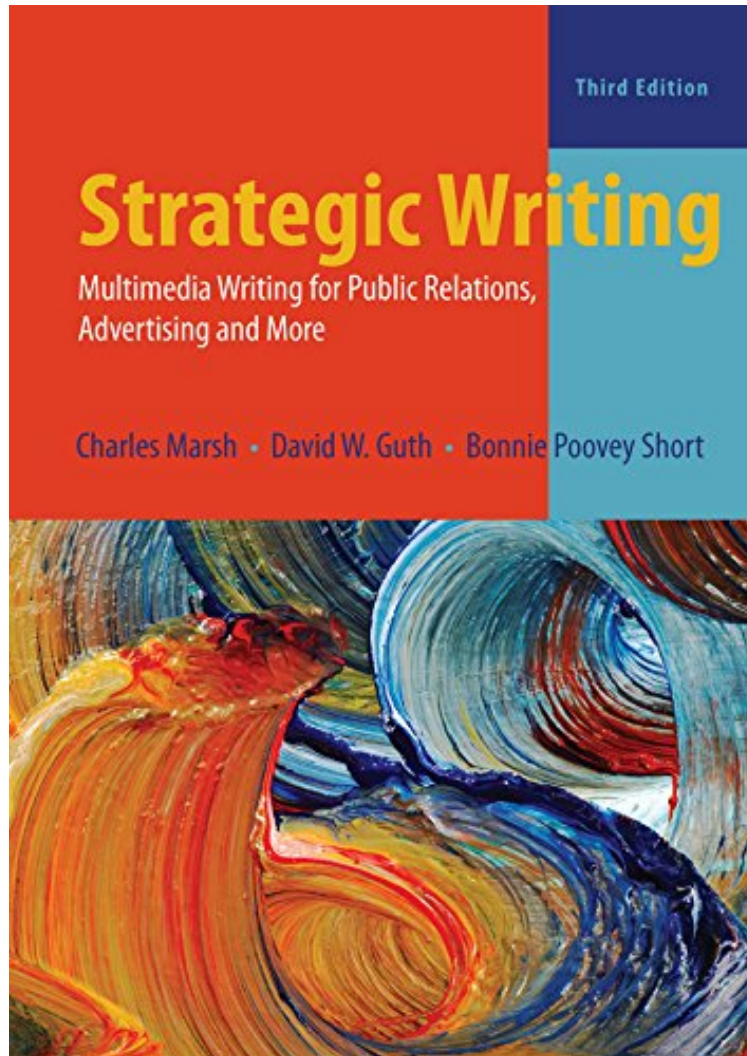


Strategic Writing: Multimedia Writing for Public Relations, Advertising, and More

Charles Marsh, David W. Guth, Bonnie Poovey Short
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In its third edition, *Strategic Writing* emphasizes the strategic, goal-oriented mission of high-quality media and public relations writing with clear, concise instructions for more than 40 types of documents. This multidisciplinary text covers writing for public relations, advertising, sales and marketing, and business communication. Featuring a spiral binding, numerous examples and a user-friendly "recipe" approach, *Strategic Writing* is ideal for public relations writing classes that include documents from other disciplines.

s "This text is a dream! The material is laid out clearly and concisely and the language and up-to-date examples really speak to the students." - Marguerite Newcomb, University of Texas - San Antonio "I rarely recommend that a student keep a textbook after class is over this book by far is the exception. I strongly recommend each student keep this text as a reference after graduation and landing their first job." -Michael Quinn, University of South Carolina From the Back Cover "Strategic Writing" emphasizes the strategic, goal-oriented mission of good media writing, with clear, concise instructions for nearly 40 types of writing documents. Features: Prepares students for a convergent, multidisciplinary world by featuring writing for print, broadcast, and online media in a variety of strategic disciplines: public relations, advertising, sales and marketing, and business communication. Provides concise "recipes," with examples and templates, for each document, helping students write on deadline in or out of the classroom. Features brief but highly focused chapters in an easy-to-use spiral binding so that students will enjoy using the text. Offers a separate Instructor's Manual that includes at least two assignments for each of the documents/executions as well as a flexible syllabus, allowing instructors to tailor assignments to their own needs. About the Authors Charles Marsh, Associate Professor in the Journalism School at the University of Kansas is the award-winning author of "A Quick and (not) Dirty Guide to Business Writing" (Prentice-Hall, 1997) and, with David Guth, "Public Relations: A Values-Driven Approach" (Allyn Bacon, 2003). His corporate communications experience includes senior management positions at American Airlines and JCPenney. David W. Guth, Associate Professor in the Journalism School at the University of Kansas, is an expert in crisis communications. A Peabody-award winning journalist and government public relations practitioner, Guth has co-authored two other books, "Public Relations: A Values-Driven Approach" (Allyn Bacon, 2003) and "Media Guide for Attorneys" (Kansas Bar Association, 1995). Bonnie Poovey Short, founder and president of Short Solutions, an award-winning editorial and creative services firm that specializes in the health care field, also teaches at the university-level and serves as communications coordinator for a school district. About the Author Charles Marsh is the Oscar Stauffer Professor of Journalism and Mass Communications at the University of Kansas. His primary areas of research involve public relations, ethics and classical rhetoric. David W. Guth is associate professor at the William Allen White School of Journalism and Mass Communications, University of Kansas. His areas of special research interest are crisis communication, political communication and public relations history. Bonnie Poovey Short was founder and president of Short Solutions, an award-winning editorial and creative services firm that specialized in the health care field. Though now retired, she also taught at the university-level and served as communications coordinator for a school district.