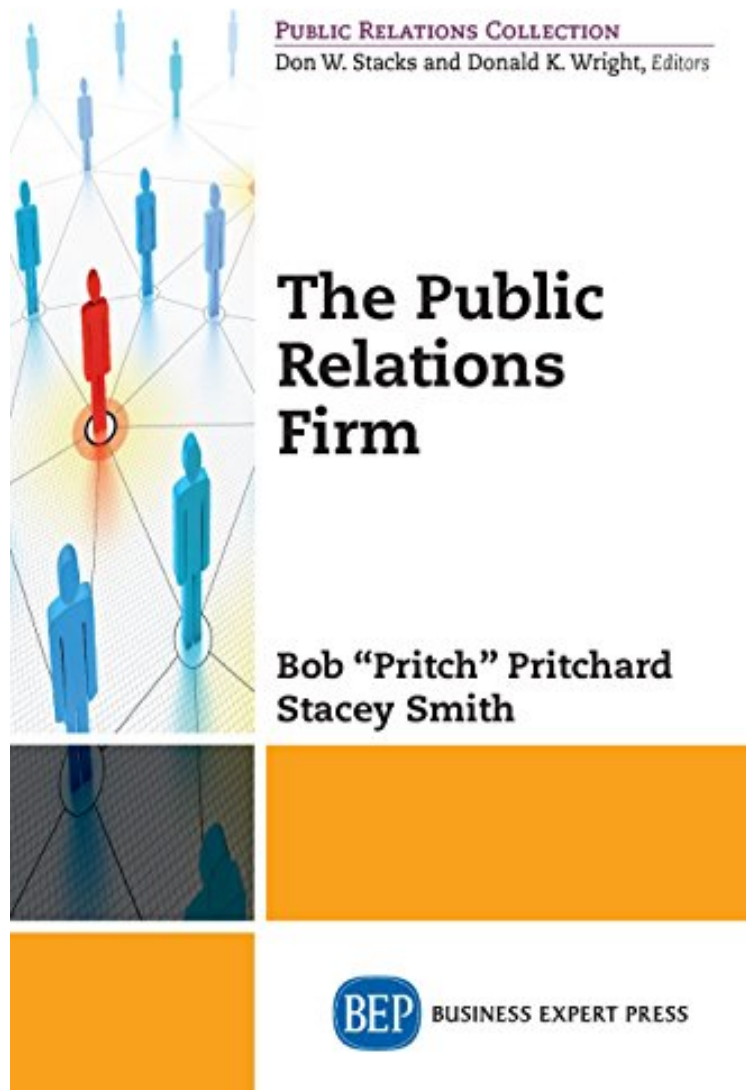


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The Public Relations Firm (Public Relations Collection)

Stacey Smith

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The Public Relations Firm takes an in-depth look at the client/agency relationship by discussing what business leaders should expect of their public relations firms. It discusses how and why they should pick an agency along with the types of firms at their disposal. The book provides expert advice on everything from hiring a firm to defining output

and outcome expectations and everything in between. This book is intended for a broad audience including students and faculty in public relations programs and practicing business executives. The goal is to inform management practice and help current and future business leaders identify and better utilize public relations firm.

About the Author Rye, NH; Senior Counsel Partner; Jackson Jackson Wagner