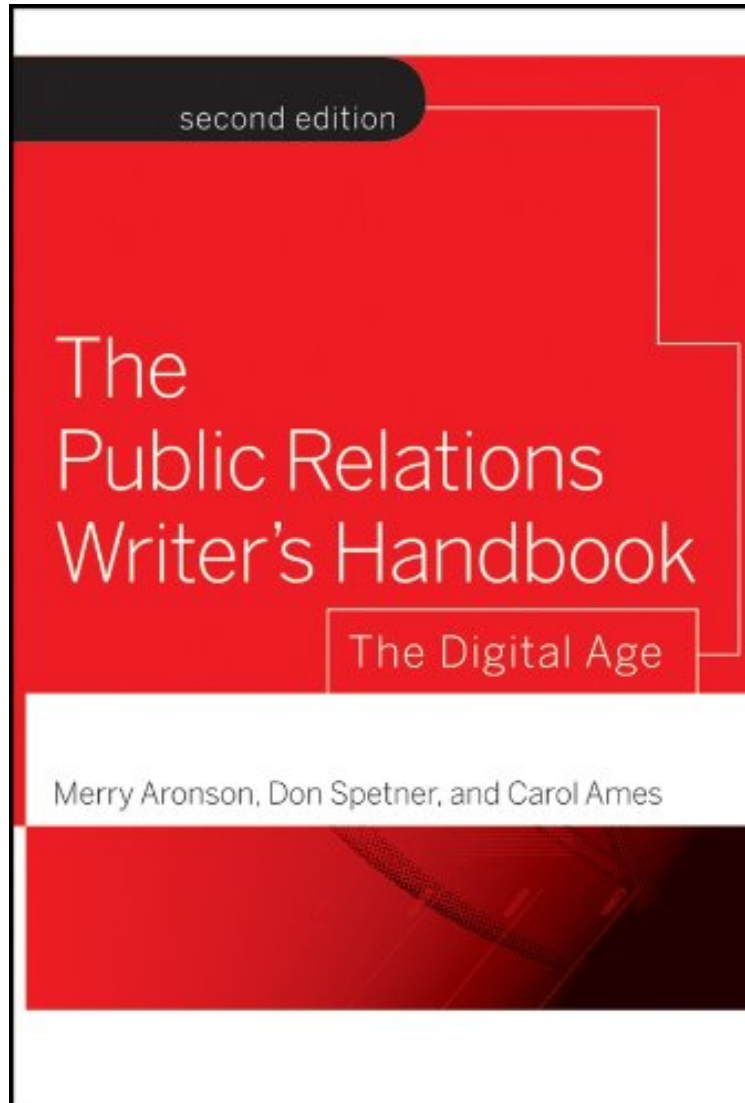


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## The Public Relations Writer's Handbook: The Digital Age

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The second edition of the *Public Relations Writer's Handbook* offers a simple, step-by-step approach to creating a wide range of writing, from basic news releases, pitch letters, biographies, and media alerts, to more complex and sophisticated speeches, media campaign proposals, crisis responses, and in-house publications. In addition, the thoroughly expanded and updated second edition shows how to keep up with the best practices of the public relations profession, as well as with the speed made possible and required by the digital age.

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The first edition of the *Public Relations Writer's Handbook* has become the gold standard reference in the PR industry. However, since the book was first published, the digital revolution has changed the way we live and do business. Computers, e-mail, cell phones, and the World Wide Web have become a part of everyday life. The second edition of *The Public Relations Writer's Handbook* offers a simple, step-by-step approach to creating a wide range of writing, from basic news releases, pitch letters, biographies, and media alerts, to more complex and sophisticated speeches, media campaign proposals, crisis responses, and in-house publications. In addition, the thoroughly expanded and updated second edition shows how to keep up with the best practices of the public relations profession, as well as with the speed made possible and required by the digital age. The *Public Relations Writer's Handbook* is a handy guide for PR writers who must communicate ideas, information, and emotions in a clear, concise, accurate, and credible manner in many styles, tones, and voices, for many different audiences. The Handbook helps to simplify and demystify the writing process, so that your skills can be honed and your talent developed. In this extraordinary resource, authors Merry Aronson, Don Spetner, and Carol Ames offer their secrets to cracking the public relations barriers and getting your message heard by as wide a public as possible.

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