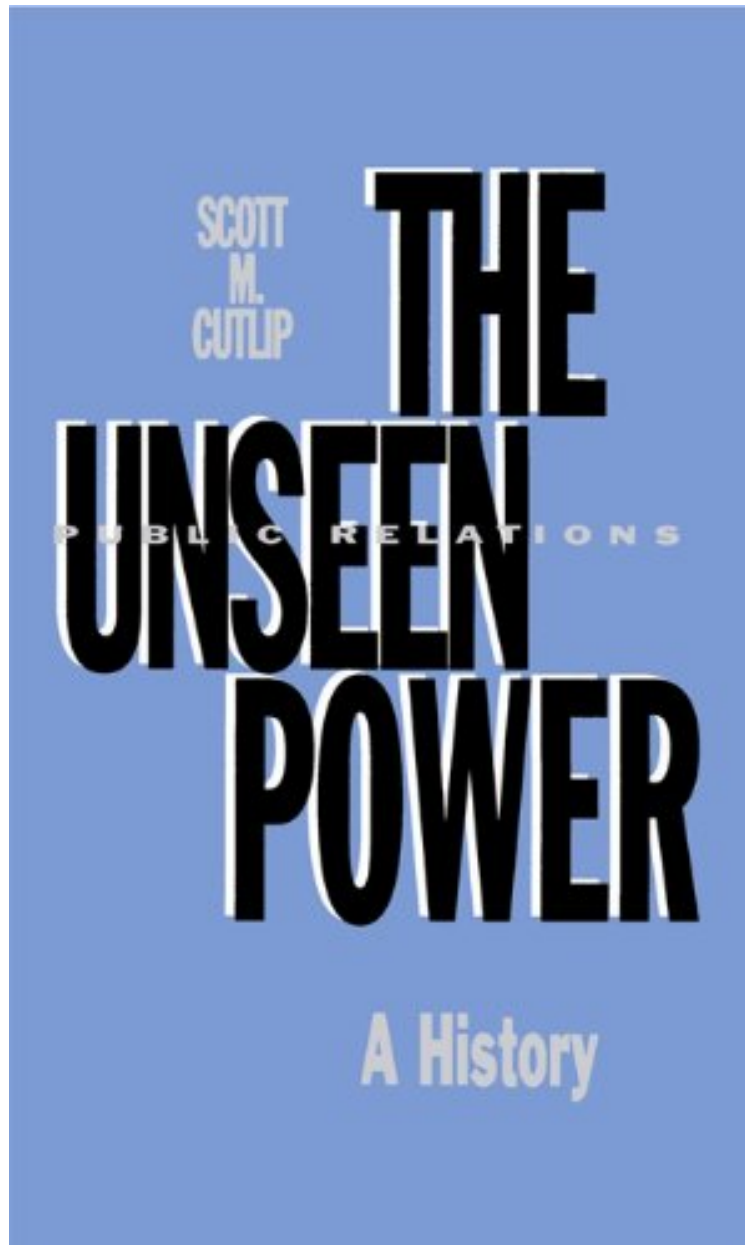


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The Unseen Power: Public Relations: A History (Routledge Communication Series)

Scott M. Cutlip

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Scott M. Cutlip : The Unseen Power: Public Relations: A History (Routledge Communication Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised The Unseen Power: Public

Relations: A History (Routledge Communication Series):

Based largely on primary sources, this book presents the first detailed history of public relations from 1900 through the 1960s. The author utilized the personal papers of John Price Jones, Ivy L. Lee, Harry Bruno, William Baldwin III, John W. Hill, Earl Newsom as well as extensive interviews -- conducted by the author himself -- with Pendleton Dudley, T.J. Ross, Edward L. Bernays, Harry Bruno, William Baldwin, and more. Consequently, the book provides practitioners, scholars, and students with a realistic inside view of the way public relations has developed and been practiced in the United States since its beginnings in mid-1900. For example, the book tells how: * President Roosevelt's reforms of the Square Deal brought the first publicity agencies to the nation's capital. * Edward L. Bernays, Ivy Lee, and Albert Lasker made it socially acceptable for women to smoke in the 1920s. * William Baldwin III saved the now traditional Macy's Thanksgiving Day parade in its infancy. * Ben Sonnenberg took Pepperidge Farm bread from a small town Connecticut bakery to the nation's supermarket shelves -- and made millions doing it. * Two Atlanta publicists, Edward Clark and Bessie Tyler, took a defunct Atlanta bottle club, the Ku Klux Klan, in 1920 and boomed it into a hate organization of three million members in three years, and made themselves rich in the process. * Earl Newsom failed to turn mighty General Motors around when it was besieged by Ralph Nader and Congressional advocates of auto safety. This book documents the tremendous role public relations practitioners play in our nation's economic, social, and political affairs -- a role that goes generally unseen and unobserved by the average citizen whose life is affected in so many ways by the some 150,000 public relations practitioners.

...a thorough recounting of PR firms' development and the now-famous men...who shaped it...mdash;PR News...[Cutlip] translates a lifetime of experience and teaching into a comprehensive, readable book winding through the currents, trivia and personalities that went into creating PR in this century.mdash;Editor Publisher...provides practitioners, scholars, and students with a realistic inside view of the way public relations has developed and been practiced in the United States since its beginnings in mid-1900.mdash;What's New in Advertising and MarketingThis book is the definitive word on the history of the field. It is thorough, well-researched, and stimulating...mdash;Public Relations JournalIf there is a true successor to Ivy Lee and Edward L. Bernays, who developed the public relations profession, it is Cutlip, whose PR texts have probably trained more students and practitioners than anyone else's.mdash;CHOICE...a remarkable book....Sometimes the giants of the earth had feet of clay. But read the book. For enlightenment, entertainment, high drama, and some warts, it demands and will reward attention of the serious disciples of the unfinished profession of public relations.mdash;Public Relations QuarterlyBoth present and future public relations practitioners would benefit from reading this book to gain insight into the profession's culture....Cutlip has produced a rewarding work.mdash;American Journalism...an enlightening and well-researched historical account of the birth and progress of agency public relations practice and its contribution to the development of the entire professional field.mdash;Journalism HistoryIn describing the successes and failures of early practitioners, Cutlip helps readers better understand both the role and purpose of public relations, as well as the need for improved professionalism in its practice....a tremendous resource for public relations courses that include a history component. Those teaching the principles course particularly will welcome this detailed history of public relations.mdash;Journalism Educator...an enlightening historical account of the birth and progress of agency public relations practice and its contribution to the development of the entire professional field....a valuable historical resource for public relations practitioners, scholars, and students.mdash;Journalism QuarterlyIt is meticulously researched, reported in interesting, revealing, and instructional detail. Public relations veterans will derive a special excitement from this history as they read about old friends, pioneering heroes, and enjoy numerous discoveries. Regardless of how well informed the reader is, there will be new surprises in fact, history and commentary....Cutlip has moved us light years ahead of where we were. If you're in PR, get the book and read it....Educators are special beneficiaries: now they have a real history which will help them and their students.mdash;Public Relations Scott Cutlip balances the contributions and the harm done by publicity. Rather than just putting these efforts to influence opinion, legislation, enforcement and desired behavior into historical context, he makes them the context itself. A lot of work and effort beyond research has gone into this undertaking.mdash;Merle Curtiauthor of The Growth of American Thought, Winner of the Pulitzer...a definitive and detailed history by the field's longtime leading scholar, historian, and teacher. Earlier, Scott Cutlip provided a roadmap for the field's current practice and performance. Now, he illuminates the history of public relations in a well-researched, powerful, and persuasive book.mdash;Everette E. DennisExecutive Director, The Freedom Forum Media Studies Center at Columbia UniversitScott Cutlip is the foremost historian of public relations. Most public relations scholars have been hoping for years that he would write this book. Finally it's here!mdash;James E. GrunigUniversity of Maryland at College ParkIt's [your book is] superb. If you weren't already the premier teacher of public relations in this country, your book has made you so.mdash;Hal D. StewardColumbia Pacific University of San Raffel, California...your book will have impact well beyond the lives of

either of us or even our children. After all, it is the only chronicle of public relations early days as a professional business service. I have no doubt that it will stand as a basic source a hundred or more years from now when the scholars of the day reflect on the roots of what I believe will continue to be a growing and pervasive discipline that affects all aspects of our society.—Harold BursonBurson-Marsteller