Key Concepts in Public Relations

By Bob Franklin, Mike Hogan, Quentin Langley, Nick Mosdell, Eliot Pill

SAGE Publications Ltd. Paperback. Book Condition: new. BRAND NEW, Key Concepts in Public Relations, Bob Franklin, Mike Hogan, Quentin Langley, Nick Mosdell, Eliot Pill, "This is a good text to accompany a core text on Public Relations. It is also very useful for marketing and business students. Valuable for post grads new to PR also." - Robbie Smyth, Griffith College Dublin "Offers the reader a concise and very readable tour through the many facets of PR.Providing a detailed reference of just under 200 alphabetically listed entries, covering a range of topics, from account management to wikis, destination branding and Hong Bo (that one you'll have to look up yourselves), each entry takes up roughly a page, sometimes less, is colloquial in tone and offers several recommendations for further reading, making it an excellent jumping-off point for further exploration." - Communication Director The SAGE Key Concepts series provides students with accessible and authoritative knowledge of the essential topics in a variety of disciplines. Cross-referenced throughout, the format encourages critical evaluation through understanding. Written by experienced and respected academics, the books are indispensable study aids and guides to comprehension. Key Concepts in Public Relations: * Provides a comprehensive, easy-to-use overview to the...

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