



Public Relations: Concepts, Practice and Critique

Jacquie L'Etang

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"An excellent text for encouraging students to think critically about key public relations issues. Not only does it help students to develop a deeper appreciation of public relations, it also helps them to develop valuable learning skills."

- *Amanda Coady, The Hague University*

"A typically excellent piece of work from Jacquie L'Etang. Critical of every basic concept and provocative to all students. Ideal for second and final year undergraduates, plus MA students."

- *Chris Rushton, Sunderland University*

"Extending beyond the usual bounds of insularity, this text is designed to encourage critical thought in students and improve practice in workplaces. A refreshing read that is consistently inventive enough to attain both aims."

- *David McKie, Waikato Management School*

"At long last fills a void in the landscape of text books on public relations theory and practice... it develops critical thinking skills while exposing interdisciplinary approaches and providing a very solid foundation for lively debate and further study

- *Julia Jahansoozi, University of Central Lancashire*

This book introduces students to the key concepts in Public Relations, with 12 chapters providing clear and careful explanations of concepts such as:

- Reputation
- Risk
- Impression management
- Celebrity
- Ethics
- Persuasion and propaganda
- Emotional and spiritual dimensions of management
- Promotional culture and globalization

Drawing on a wide range of interdisciplinary sources, Jacquie L'Etang also encourages students to think *critically* about public relations as an occupation. Student exercises, 'critical reflections', vignettes and 'discipline boxes' help students to widen their intellectual perspective on the subject, and to really engage the thinking that has shaped both the discipline and practice of public relations.

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Andrew Garcia:

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Christina Pena:

This Public Relations: Concepts, Practice and Critique is fresh way for you who has attention to look for some information given it relief your hunger of knowledge. Getting deeper you into it getting knowledge more you know or perhaps you who still having little bit of digest in reading this Public Relations: Concepts, Practice and Critique can be the light food for you because the information inside this kind of book is easy to get simply by anyone. These books develop itself in the form which can be reachable by anyone, that's why I mean in the e-book contact form. People who think that in publication form make them feel sleepy even dizzy this reserve is the answer. So there is no in reading a publication especially this one. You can find actually looking for. It should be here for an individual. So , don't miss the idea! Just read this e-book variety for your better life along with knowledge.

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