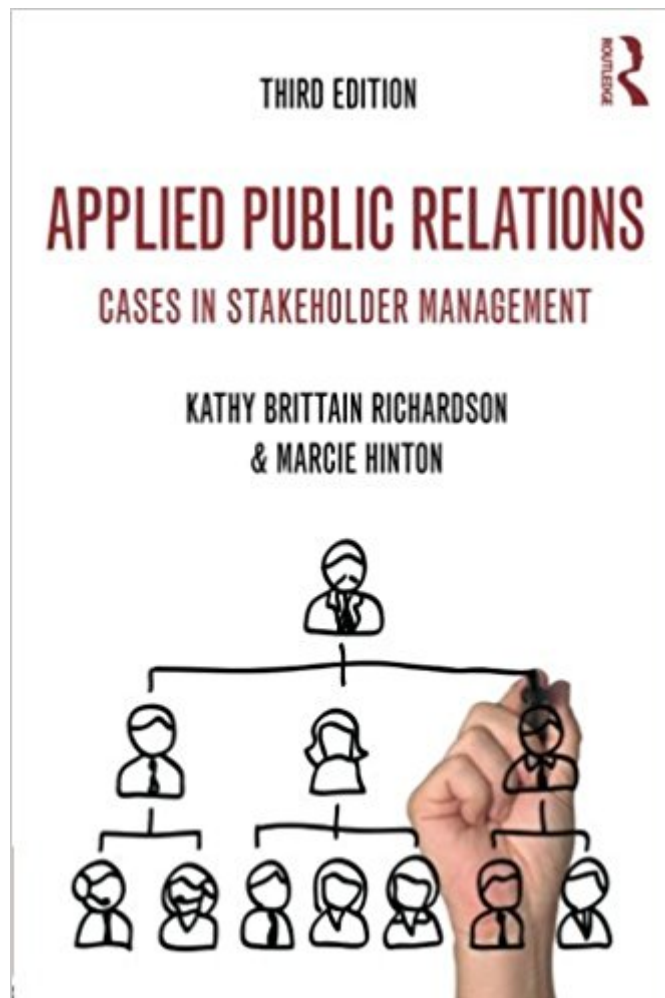




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Applied Public Relations: Cases In Stakeholder Management (Routledge Communication Series)



Synopsis

With its practical orientation and scope, *Applied Public Relations* is the ideal text for any public relations case studies or public relations management course that places an emphasis on stakeholder groups. Through the presentation of current cases covering a wide variety of industries, locations, and settings, Kathy Richardson and Marcie Hinton examine how real organizations develop and maintain their relationships, offering valuable insights into business and organizational management practices. The book's organization of case studies allows instructors to use the text in several ways: instructors can focus on specific stakeholders by using the chapters presented; they can focus on particular issues, such as labor relations or crisis management by selecting cases from within several chapters; or they can select cases that contrast campaigns with ongoing programs or managerial behaviors. A focus on ethics and social responsibility underlies the book, and students are challenged to assess the effectiveness of the practices outlined and understand the ethical implications of those choices. This Third Edition features:

- 25 new and current domestic and international case studies specifically chosen for their relevancy and relatability to students
- New "Professional Insights" commentaries where practitioners respond to a set of questions relating to their work
- Increased emphasis on ethics and social responsibility
- Fully enhanced companion website that is connected with the text, including a test bank and PowerPoint presentations for instructors, and chapter-specific discussion questions and additional readings for students

Book Information

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Customer Reviews

The cases presented in the third edition of Richardson and Hinton's *Applied Public Relations* will appeal to faculty and students alike. Organized by stakeholder group, the cases are fresh, involving a wide range of organizations and activists, and sure to provoke dynamic class discussions about strategy, tactics and ethics. Dr. Karen Russell, Associate Professor, Public Relations, Jim Kennedy New Media Professor, University of Georgia

Kathy Brittain Richardson is a professor of communication at Berry College, Rome, Georgia, where she has served as provost since 2013. Marcie Hinton teaches public relations in the journalism/mass communication department at Murray State University.

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