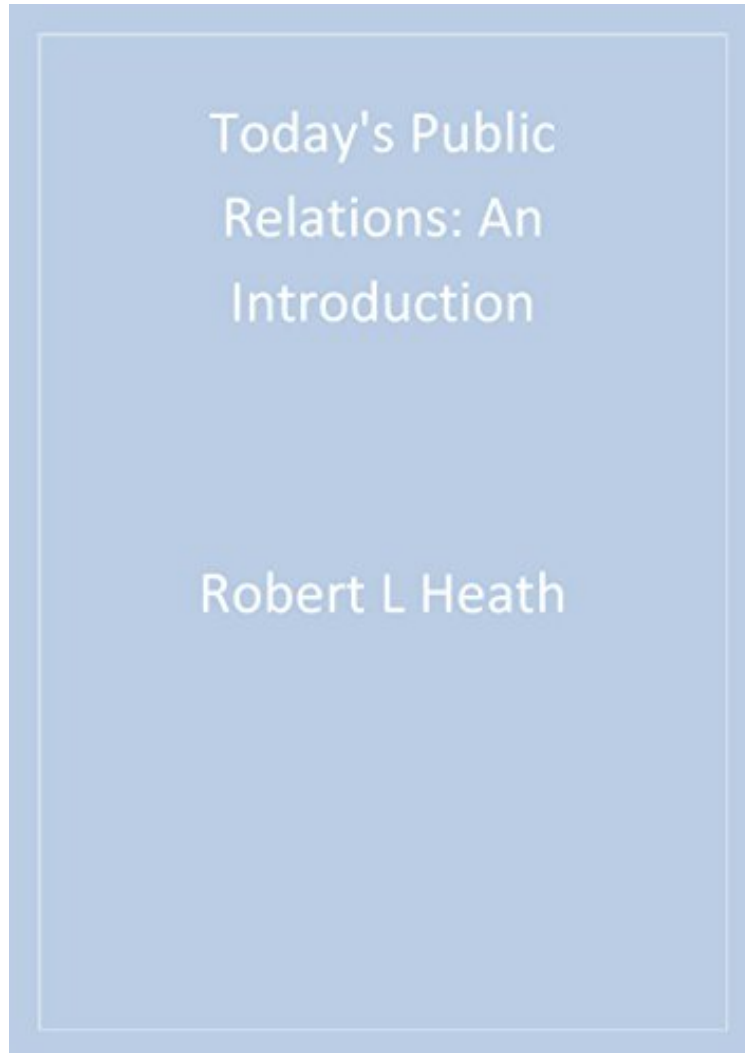


## Today's Public Relations: An Introduction

*Robert L. Heath, Timothy Coombs*

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**Robert L. Heath, Timothy Coombs : Today's Public Relations: An Introduction** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Today's Public Relations: An Introduction:

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Today's Public Relations: An Introduction is a comprehensive text that features all aspects of public relations with specific sensitivity to the message strategies that challenge practitioners to be successful, yet ethical. In this book, authors Robert L. Heath and W. Timothy Coombs redefine the teaching of public relations by discussing its connection to mass communication while linking it to its rhetorical heritage. The text features coverage of ethics, research, strategy, planning, evaluation, media selection, promotion and publicity, crisis communication, risk communication, and collaborative decision making as ways to create, maintain, and repair relationships between organizations and the persons who can affect their success.

"Though written primarily for students, many professionals could benefit from the informative case studies and guidelines that adorn this volume. This book also looks at international public relations giving the student a hint of what global communications is like."--Santan Rodrigues"Book Nook" (06/27/2006)"Though written primarily for students, many professionals could benefit from the informative case studies and guidelines that adorn this volume. This book also looks at international public relations giving the student a hint of what global communications is like."--Santan Rodrigues"Book Nook" (06/27/2006)-Though written primarily for students, many professionals could benefit from the informative case studies and guidelines that adorn this volume. This book also looks at international public relations giving the student a hint of what global communications is like.---Santan Rodrigues-Book Nook- (06/27/2006) "Though written primarily for students, many professionals could benefit from the informative case studies and guidelines that adorn this volume. This book also looks at international public relations giving the student a hint of what global communications is like." (Santan Rodrigues Book Nook 2006-06-27)About the AuthorRobert L. Heath, professor emeritus of communication at the University of Houston, is an internationally recognized authority on public relations, crisis communication, issues management, risk communication, and business-to-business communication. He has published many award-winning books, including The SAGE Handbook of Public Relations (2010), Handbook of Risk and Crisis Communication (2009), Strategic Issues Management (2nd ed., 2009), Rhetorical and Critical Approaches to Public Relations II (2009), and Terrorism: Communication and Rhetorical Perspectives (2008). Heath has 3 decadesprime; experience in corporate communication and positioning research. He has conducted research on risks related to various hazards, including those associated with chemical manufacturing and community right-to-knowkey themes in community relations. In addition, he has published more than 100 chapters and articles and serves on the editorial and reviewer panels of several premier academic journals. He has received many honors from public relations professionals and academic associations and has lectured nationally and internationally on a wide array of topics.W. Timothy Coombs (PhD, Public Affairs and Issues Management, Purdue University) is a professor in the Nicholson School of Communication at the University of Central Florida. His books include Applied Crisis Communication and Crisis Management: Cases and Exercises, Code Red in the Boardroom,and, with Sherry Holladay, Managing Corporate Social Responsibility, PR Strategy and Application, and The Handbook of Crisis Communication.nbsp; His crisis communication research was awarded the 2002 Jackson, Jackson Wagner Behavioral Science Prize from the Public Relations Society of America. Dr. Coombs has published more than 40 research articles, most focusing on crisis communication, as well as more than 30 book chapters on the subject. He has worked with consulting firms in the U.S. and Europe on ways to improve crisis communication efforts for their clients, and has been invited by governments and businesses around the world to present his ideas and insights into crisis communication.