

Public Relations: An Introduction

Shirley Harrison



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This text is the ideal introduction for anyone who wants to understand how and why public relations works. Not simply a how-to guide, this book describes the key frameworks and developments in public relations theory and practice. Using over thirty examples and case studies from Britain, Europe and the US, Shirley Harrison makes the vital link between theory and practice. Public Relations: An Introduction covers the history, theoretical framework, practice and likely developments in public relations, giving numerous case histories of successful and unsuccessful public relations practice, and providing careers advice for those considering entering the field. The new edition has been thoroughly updated with revised material and a wealth of brand new cases.



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