



Wilcox: Think Public Relations_2

Dennis L. Wilcox , Glen T. Cameron , Bryan H. Reber

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-- **THINK Currency. THINK Relevancy. THINK Public Relations.** The engaging visual design of *THINK Public Relations* provides an introduction to the field of public relations that successfully blends theory and practice in an easy-to-read format. Students are introduced to exciting and innovative public relations campaign examples in the context of relevant theory and core concepts that they will need to succeed in the world of public relations. The authors offer a practical approach to the study of public relations and emphasize competition and conflict management, while providing a concise, comprehensive overview of the profession. **A better teaching and learning experience** This program will provide a better teaching and learning experience--for you and your students. Here's how:

Improve Critical Thinking--Questions and cases throughout the text encourage students to think critically about public relations topics.

Engage Students--An appealing visual design and real-world applications engage students in the material.

Apply Ethics-- Feature boxes introduce readers to the important ethical and legal issues facing public relations practitioners today.

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From Reader Review Wilcox: Think Public Relations_2 for online ebook

Liz says

Had to read most of this book for my public relations class this past semester. It was fairly easy to understand, I just didn't like the subject. I'm glad this class and this textbook made me realize that before I got too far into the world of public relations. I think I'm going to stick to writing and broadcasting.

Joana Luck says

Hmmmmm good question. It appears to be a magazine but it really isn't. It's good at times but it definitely didn't fool me not being a textbook and all. I liked that it was written informal (that's always a plus. Pretentious language is just that, pretentious)
Its a good read though...Glad the Prof picked it out.

Mary Pat Lichtman says

Used as a text. It's more graphical than previous text and has more information about current aspects of PR. A good text for online students taking a principles and practices course. I'll use the 2013 edition next year.
