



Public Relations Writing and Media Techniques

Dennis L. Wilcox , Bryan H. Reber

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The most comprehensive and up-to-date public relations writing text available has just been updated in its 7th edition. With real-world examples of award-winning work by PR professionals, *Public Relations Writing and Media Techniques* continues to help readers master the many techniques needed to reach a variety of audiences in today's digital age. This book emphasizes the nuts and bolts of writing, producing, and distributing public relations materials through traditional and social media, making it valuable to public relation professionals and students alike.

Public Relations Writing and Media Techniques Details

Date : Published February 3rd 2012 by Pearson (first published 1990)

ISBN : 9780205211678

Author : Dennis L. Wilcox , Bryan H. Reber

Format : Paperback 534 pages

Genre : Nonfiction, Textbooks

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