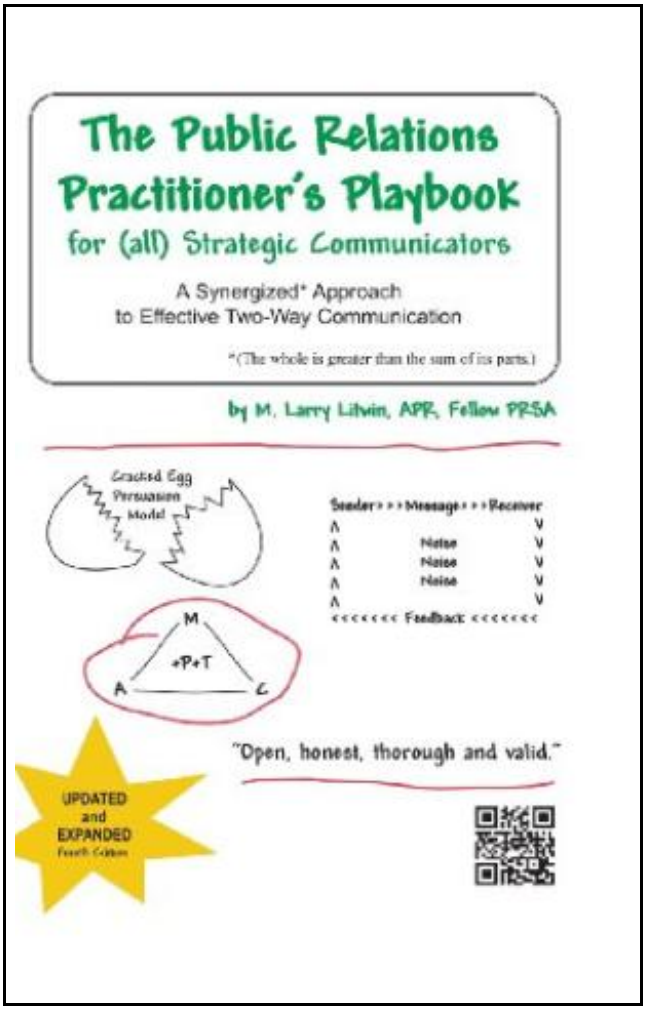
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AUTHORHOUSE, United States, 2013. Hardback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Some years ago, a young graduate student contributed to a book for educational public relations specialists. It was a how-to-do-it book, light on theory and without footnotes that offered hundreds of tips and ideas. Its title evolved into School Communication Ideas that Work. Like that successful and widely used book, published in 1972, The Public Relations Practitioner s Playbook for (all) Strategic Communicators is how-to and hands-on. Edition three was considered for the 2009 Pulitzer Prize. The theory it contains is woven into thousands of proven techniques, tips, tactics, tools and strategies spread over nearly 600 pages. Explanations, examples and anecdotes are in a language that should appeal to experienced practitioners, college students and organization volunteers who assist with public relations, publicity and other strategic communication disciplines. It won t do the work for the would-be publicity or PR practitioner or counselor, but it will make his or her job much easier. Devotees of the Public Relations Practitioner s Playbook may have noticed, its title now includes for (all) Strategic Communicators. That s because the public relations profession has evolved into the more encompassing strategic communication, which includes not only public relations but public affairs, advertising, marketing, social media, graphic and web design and other areas of digital media convergence, strategic planning and campaigns. Strategic communication occurs in corporate, non-profit, governmental and agency settings, according to Elon (N.C.) University s website. Organizations strategically communicate to audiences through publications and videos, crisis management through the news media, special events planning, building brand identity and product value, and communicating with stockholders (and stakeholders), clients or donors.

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