The handbook of public relations.

Skinner, C.; von Essen, L.; Mersham, G. M.; Motau, S.

Citation:

URI: http://hdl.handle.net/11072/511
Date: 2010

Abstract:
Uniquely South African in its context and content but is an up-to-date core text for PR students and practitioners with updated case studies and content. A leading text in the field of Public Relations.

Subject:
280000 Information, Computing and Communication Sciences

Show all metadata

Files in this item

There are no files associated with this item.

This item appears in the following Collection(s)

Communication [43]
The Public Relations Handbook is simply a place to begin; it is a tool members can use to become more aware and informed. You are the ones who will use this material to create a variety of inspired PR approaches in your local communities. Public Relations Statement. Why public relations is important to the NA member. The Narcotics Anonymous message is “that an addict, any addict, can stop using drugs, lose the desire to use and find a new way to live.” The scope of public relations is broad; because of that, we have provided a range of useful information. Find What You’re Looking For. Remember that there may be useful information in a chapter that might not contain the specific service focus you are looking for—for instance