



The PR Professional's Handbook: Powerful, Practical Communications (PR In Practice)

Caroline Black

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At a time when rapid changes in communications technology are having a major impact on the way businesses choose to communicate, more people are having to understand the principles of modern PR and how they can underpin effective business management. Whether as a student (undergraduate or as part of ongoing professional development), consultant or business owner, there are areas of good PR practice that must be followed, while at the same time new channels of communication - notably social media - are creating fresh challenges and opportunities. The PR Professional's Handbook offers practical advice and solutions for anyone involved in the PR function, as well as a full breakdown on the individual skills required in briefing, writing and presenting. The book covers the role and importance of PR and communications in organisations, key theories for PR, skills and disciplines, channels and creativity.

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