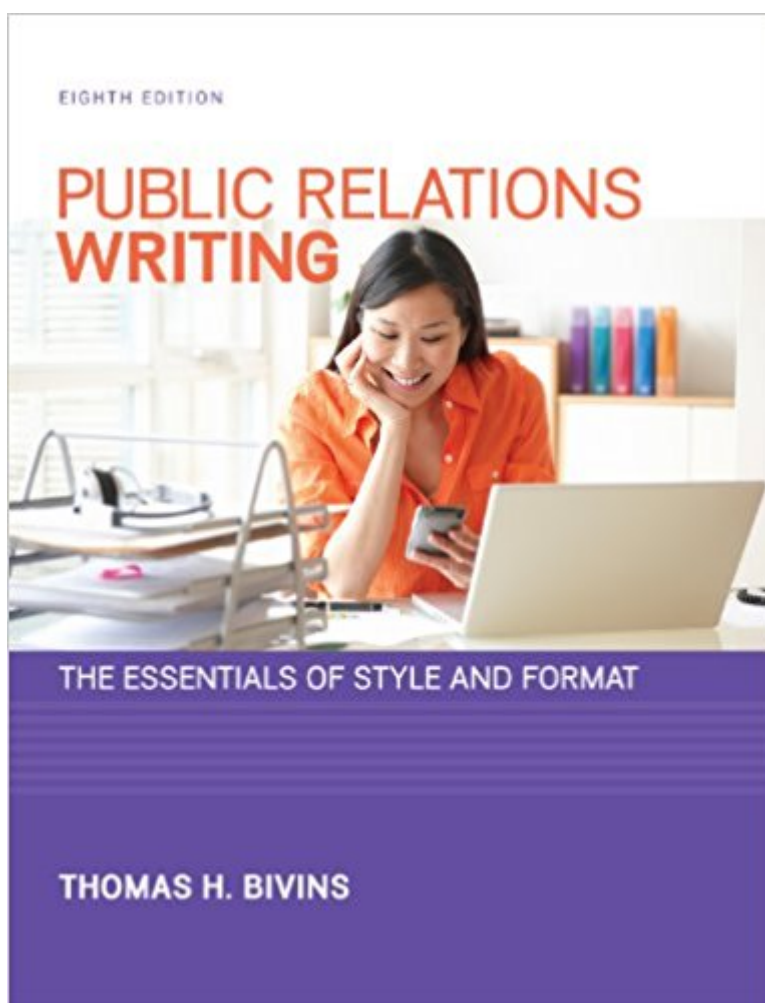


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Public Relations Writing: The Essentials Of Style And Format, 8th Edition



Synopsis

Public Relations Writing is intended for students who plan to work as public relations practitioners. The fundamentals of "Writing" is emphasized above all else and the author provides instructions on organizing releases for everything from broadcast radio to Twitter. --This text refers to the Paperback edition.

Book Information

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Customer Reviews

Good textbook

Very helpful in the PR world.

This book is filled with tons of great information for Public Relations majors. Unfortunately, like most textbooks, it's presented in a not-so-exciting fashion. It's a great resource, but not really anything you'll want to read again and again.

As described

I learned a lot from this book. I bought it as a main PR text to supplement a professor-assembled PR manual.

It's a bit dated, but the principles hold up. Interestingly, I got a political writing job 3 weeks after I bought this book!

Bivin's text is a great book, updated with the latest approaches. Students give it good reviews, too. I'll use it again next year.

Good book

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