



## Public Relations: A Values-Driven Approach (4th Edition)

By David W. Guth, Charles Marsh

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**Public Relations: A Values-Driven Approach (4th Edition)** By David W. Guth, Charles Marsh

**In a time when society is holding individuals and organizations to high standards of conduct, *Public Relations: A Values-Driven Approach* addresses how to build ethical, productive relationships with strategic constituencies.** This book provides an introduction to the dynamic, growing, and honorable profession of public relations as it relates to a broader social context. Grounded in public relations theory and traditions, *Public Relations: A Values-Driven Approach* appeals to readers through lively anecdotes, an informal writing style, and a very reasonable price. Each chapter helps the reader understand how public relations activities reflect and affect an organization's core values.

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## **Editorial Review**

From the Back Cover

*Public Relations: A Values-Driven Approach*, Fourth Edition

David W. Guth, *University of Kansas*

Charles Marsh, *University of Kansas*

In a time when society holds individuals and organizations to high standards of conduct, ***Public Relations: A Values-Driven Approach* teaches students how to build ethical, productive relationships with strategic constituencies.** This text provides an introduction to the dynamic, growing, and honorable profession of public relations as it relates to a broader social context. Grounded in public relations theory and traditions, this fourth edition continues to appeal to students through lively anecdotes, an informal writing style, and a very reasonable price.

### **Features of *Public Relations: A Values-Driven Approach*, Fourth Edition:**

- **Emphasizes values and ethics** in public relations throughout, raising students' consciousness of contemporary issues in the field.
- **Focuses on critical-thinking systems within public relations**, providing students with specific strategies for planning, writing, presenting, crisis communications, cross-cultural communication, and ethical decision-making.
- **Incorporates “Thumbs Up” and “Thumbs Down” case studies** illustrating key concepts and featuring real-world examples of both successful and disastrous public relations tactics. New case studies in this edition include the use of public relations in the Sago Coal Mine disaster, the Dove Campaign for Real Beauty, and rock star Bono’s anti-poverty campaign.
- **Addresses current topics, as they relate to and affect the public relations field**, including Hurricane Katrina, the Virginia Tech shootings, the war in Iraq, global warming, the growth of social media such as YouTube and Facebook, and international public relations.
- **Provides new data on the public relations profession**, including the latest PRSA Membership Survey, the latest report of the Commission on Public Relations Education, new diversity statistics on the public relations workforce, new data from the Bureau of Labor Statistics, and updated statistics on women in the workplace, sexual harassment, and salary equity.
- **Integrates many pedagogical features** including “Values Statements” from successful and respected organizations, and “Memos from the Field” featuring unfiltered advice from award-winning public relations practitioners.

Here’s what reviewers are saying about *Public Relations: A Values-Driven Approach*, 4e:

“This book is an excellent introduction to the field of PR with an emphasis on values and ethics throughout. The book is readable, appealing to students, and is well integrated with examples of different kinds and lengths that help bring this field to life for students.”

—Marjorie Keeshan Nadler, Miami University

“The book is excellent in every facet of learning PR from the ground up. At the end of the course, my students know the basic propositions of public relations and they have the confidence to weigh in cogently on current issues.”

–Astrid Sheil, Northern Arizona University

## **Users Review**

### **From reader reviews:**

#### **Sylvester Wedding:**

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#### **Joshua McIntosh:**

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#### **Jonathan Ouzts:**

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