



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

By David W. Guth, Charles Marsh

Download now

Read Online 

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.

 [Download Public Relations: A Values-Driven Approach \(4th Ed ...pdf](#)

 [Read Online Public Relations: A Values-Driven Approach \(4th ...pdf](#)

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

By David W. Guth, Charles Marsh

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.

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

Bibliography

- Sales Rank: #1060316 in Books
- Published on: 2008-02-02
- Original language: English
- Number of items: 1
- Dimensions: 9.12" h x 1.08" w x 7.48" l, 1.97 pounds
- Binding: Paperback
- 580 pages



[Download Public Relations: A Values-Driven Approach \(4th Ed ...pdf](#)



[Read Online Public Relations: A Values-Driven Approach \(4th ...pdf](#)

Download and Read Free Online Public Relations: A Values-Driven Approach (4th Edition) By David W. Guth, Charles Marsh

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:

The event that you get from Public Relations: A Values-Driven Approach (4th Edition) could be the more deep you excavating the information that hide in the words the more you get considering reading it. It does not mean that this book is hard to recognise but Public Relations: A Values-Driven Approach (4th Edition) giving you excitement feeling of reading. The author conveys their point in a number of way that can be understood simply by anyone who read it because the author of this reserve is well-known enough. That book also makes your own vocabulary increase well. So it is easy to understand then can go to you, both in printed or e-book style are available. We highly recommend you for having this Public Relations: A Values-Driven Approach (4th Edition) instantly.

Iris Wright:

Information is provisions for folks to get better life, information nowadays can get by anyone at everywhere. The information can be a know-how or any news even restricted. What people must be consider when those information which is inside the former life are challenging to be find than now's taking seriously which one is appropriate to believe or which one typically the resource are convinced. If you receive the unstable resource then you have it as your main information you will see huge disadvantage for you. All those possibilities will not happen inside you if you take Public Relations: A Values-Driven Approach (4th Edition) as the daily resource information.

Joshua McIntosh:

The actual book Public Relations: A Values-Driven Approach (4th Edition) has a lot details on it. So when you check out this book you can get a lot of advantage. The book was compiled by the very famous author. The writer makes some research previous to write this book. This particular book very easy to read you can obtain the point easily after reading this article book.

Jonathan Ouzts:

Your reading sixth sense will not betray you, why because this Public Relations: A Values-Driven Approach (4th Edition) book written by well-known writer who really knows well how to make book which might be understand by anyone who read the book. Written in good manner for you, dripping every ideas and writing skill only for eliminate your own hunger then you still question Public Relations: A Values-Driven Approach (4th Edition) as good book not only by the cover but also by content. This is one reserve that can break don't evaluate book by its handle, so do you still needing yet another sixth sense to pick this particular!? Oh come

on your studying sixth sense already said so why you have to listening to another sixth sense.

**Download and Read Online Public Relations: A Values-Driven Approach (4th Edition) By David W. Guth, Charles Marsh
#KZ1DGOUFWAN**

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

Public Relations: A Values-Driven Approach (4th Edition) By David W. Guth, Charles Marsh Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Public Relations: A Values-Driven Approach (4th Edition) By David W. Guth, Charles Marsh books to read online.

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

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

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

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

KZ1DGOUFWAN: Public Relations: A Values-Driven Approach (4th Edition) By David W. Guth, Charles Marsh