



Public Relations Writing

James Mahoney

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Public Relations Writing 2e, approaches public relations as an ethical and professional element of strategic organisational management. It encourages students to regard themselves as beginning practitioners who need to understand the social, economic, political and multicultural contexts in which they work. The book deals with writing from a professional practice perspective but refers where appropriate to relevant communication theories. It includes tools to help plan, write and implement public relations strategies and tactics.

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