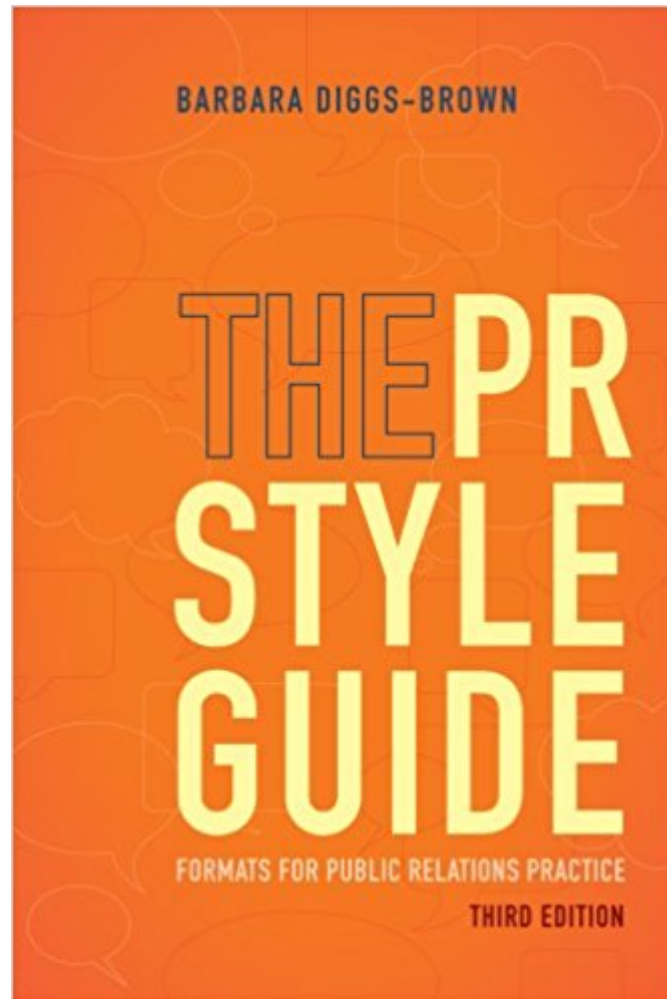


The book was found

The PR Styleguide: Formats For Public Relations Practice



Synopsis

A concise and student-friendly handbook, THE PR STYLEGUIDE serves as a complete style guide and reference tool for PR students and practitioners. Assisting students in presenting messages that display great form and style, THE PR STYLEGUIDE addresses the most widely used and accepted practices in developing PR pieces providing many visual examples and a breakdown of the goals for each piece.

Book Information

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Customer Reviews

Students who are learning to write various PR materials will find the book's examples and content lists helpful. However, all topics are given cursory coverage, so students may be better served by a more comprehensive PR textbook. Working professionals are not likely to find any new or useful information in this book.

As a faculty member who uses this book in her PR Writing course, I can say that it is one of the best books around. In plain English, it tells you what brochures, press release, VNRs, and media kits are. WHAT IT IS NOT: * a substitute for the AP Style Guide * a template for writing 'papers' (a comment that I am still wrapping my head around) * an in-depth book on the strategies and theories of PR. I recommend that students taking this course by the most recent version and KEEP IT. You will need on your first day of your internship or entry-level position. You may even find yourself sharing it with your co-workers (or boss).

This book isn't helpful if you need specific format examples. It's not good if you need to write a paper using this style either. It does give you a useful introduction to AP style so if you have to use this style for school (like me) then it's a decent investment.

This book provides a plethora of templates for public relations professionals and anyone needing to communicate information. The explanations are complete and straight-forward. Extremely helpful information. A must have for your bookcase.

Had to order this book for a college class and still use it today in my professional job. It really helped me write effect press releases, as well as stay consistent to a style.

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