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# Practice Of Public Relations, The

The Practice of  
**PUBLIC RELATIONS**  
PUBLIC RELATIONS  
THIRTEENTH EDITION



Fraser P. Seitel



## Synopsis

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. For courses in public relations. **Prepares Readers for Public Relations Work with an Emphasis on Ethics and Contemporary, Real-world Applications** Featuring an intensely practical approach that favors reasoning, justification, and applications that work, *The Practice of Public Relations* prepares readers for contemporary public relations work in the changing landscape of the 21st century. Fraser Seitel's writing combines a contemporary, real-life approach that marries his experience in the field with a light-hearted, energetic prose style. This Thirteenth Edition has been thoroughly updated to include recent public relations cases with a continued emphasis on ethics, using examples that span several fields and countries. Building on the successes of the previous edition, this text remains the most visual text on the market, as well as the most comprehensive in its discussion of social media as it relates to public relations.

## Book Information

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## Customer Reviews

I've been using this book for about a year, as a professor teaching Public Relations. I like it, and the students always say it's a great book. It has just enough theory, plus a lot of practical application. The high point, and what students like best, is the series of case studies. There's one in each chapter, 20 in all. I know from personal experience, having spent 15 years as a "PR Man," before turning professor, that these cases are real-life examples of what to do, and especially, what not to do! Entertaining and interesting, while still being an excellent text. Much better than other books sometimes used for Public Relations courses.

I'm a graduate student in non-profit management and have always found that the best classes are the ones that use primary materials - no textbooks, please! Well, I suspend my usual reticence with this book by Seitel. I have NEVER had an easier to negotiate, well-written textbook in all my days as a student. Seitel is meticulous in his notations, all case studies are very current (within the last 5 years), and questions emphasize the basic material but provide food for thought. The additional references and book reviews alone are worth the price of the book.

An must read for PR students and practitioners alike. The Practice of Public Relations offers insights into the minds of today's greatest PR professionals -- and the companies and careers that have been created and crushed by them. Nowhere else will you learn in such practical detail how public relations can change everything, from politics to corporate America. Each chapter is filled with advice from long-time industry professionals, tips on how to make your company look good, and ideas for taking advantage of today's technology to get ahead of the competition. A great way to learn the profession or brush up on your skills. Five stars to Mr. Seitel, the industry master.

This textbook is quite possibly one of the finest I've ever used. It is written in a very accessible, friendly style that made reading assigned chapters less of a chore than other textbooks. At the same time, it is not "dumbed" down. If more textbook authors used Seitel's book as a guide, maybe more students would actually take the time to read their assignments. Both intelligent and accessible, in some spots even humorous, Seitel has given the student a wonderful resource. Any good teacher/professor knows that if information is more accessible, it can be retained that much better. Seitel presents several examples of PR success and PR disaster. From the classic "R-O-L-A-I-D-S Spells Relief" PR campaign to the Exxon Valdez PR disaster, each accounting is explained and with the pros and cons of how the PR was handled, and what should or should not have been the course of action. Seitel also looks at political PR, the history of the profession,

different types of PR campaigns, and other important facets of the PR world. This is an excellent reference for the student, and should be on his bookshelf long after he has an office in the PR Department.

Perhaps my interest in the subject matter is boosting my personal opinion of the book but I thought the text illustrates the concepts of public relations well and the chapters about public relations writing are actually useful for any writer I feel. It is a bit repetitive when it talks about how to communicate and why because there is apparently a lot of theory in the field to describe phenomena that most people understand intuitively but it's not too bad. This book has many newer and older editions and I can't speak on all of them (though the editions directly before and after are likely to be very similar) but if you can snag this for 20- 25 dollars on I don't think you'll be disappointed.

With that being said, I don't think many people out there would purchase this book unless they had to. I was required to purchase this book for a class, and if I read 10 pages out of it; that's a lot. I will say, the book arrived is what I would consider a 7 or 8 out of 10 as far as physical quality.

I really like this book. The contents are set up nicely and each chapter is well defined and up to date with current and relevant information. It backs up all the lessons with great case studies and thought provoking questions at the end of each chapter. It's one of the best textbooks I've purchased in a long time.

This book does a great job of emphasizing the distinction between public relations and other forms of communication, which in a nutshell is ethics. Not to say that the notion of ethics cannot be used unethically, but that a good public relations adviser keeps in mind the role that a public's perception of ethics plays in a decision-making process. (Very entertaining too.)

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