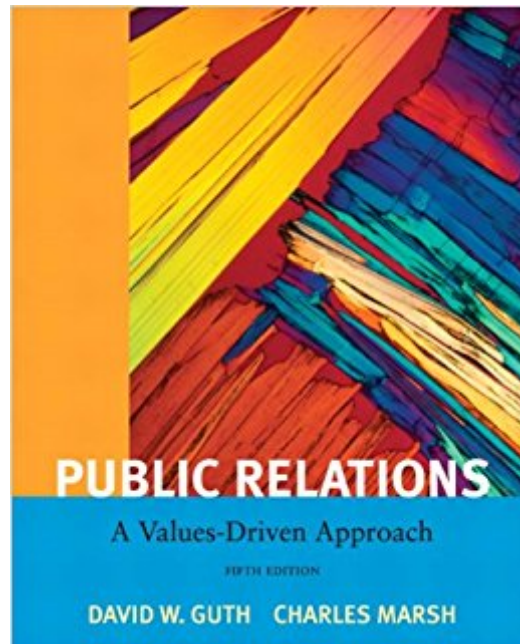


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Public Relations: A Value Driven Approach (5th Edition)



Synopsis

Updated in a new 5th edition, *Public Relations: A Values-Driven Approach* teaches students how to build ethical, productive relationships with strategic constituencies. Now with an engaging full-color design yet retaining its popular, attractive price for students, the fifth edition provides a valuable introduction to the contemporary dynamics of the field.

Book Information

Paperback: 592 pages

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Product Dimensions: 7.3 x 1 x 9 inches

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Average Customer Review: 4.1 out of 5 stars [See all reviews](#) (14 customer reviews)

Best Sellers Rank: #210,677 in Books (See Top 100 in Books) #101 in [Books > Business & Money > Marketing & Sales > Public Relations](#) #4603 in [Books > Textbooks > Business & Finance](#)

Customer Reviews

The book is informative however the style is horrible. It isn't written in typical chapters. There is even a section about how to read the book. That makes it most inconvenient, particularly for students who need to try to reference what they have read and can't find the page again because of no chapters.

I love this book! It's a great introduction to the field and more comprehensive than the books I have read for other classes. It is up-to-date and does not waste your time covering common-sense information.

Honestly a good textbook, especially with the values driven approach because I really feel that this textbook stayed true to this approach throughout.

Delivered exactly as described. Definitely helped me with my coursework and would buy again if I needed to.

Got it a day late that's why I put four stars but other than that it was in great conditions

Was in perfect condition. Great book and got in quick for school

Book arrived on time and looks good.

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