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By Ralph Tench, Liz Yeomans

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Editorial Review

From the Back Cover

Exploring Public Relations is the definitive academic text on Public Relations. The first edition, which published in 2006, has sold in its thousands and is now essential reading on courses in PR at undergraduate and postgraduate level. This second edition continues to provide a critical analysis of the subject and a sophisticated blend of theory with real life, and includes many case studies, activity exercises, discussion questions and full colour photographs to illustrate the discussions in the text.

New to this edition:

- New chapter on *celebrity*, keeping up to date with the latest PR stunts
- Rewritten chapter on Media Relations
- More case material on internationalisation/globalisation - from Asia and South America specifically, showing the truly global nature of PR
- Glossary at the back of the book guides the reader through the jargon

Professor Ralph Tench is professor of communications education at Leeds Metropolitan University. Ralph was the subject leader for public relations and communications at Leeds Metropolitan University for 10 years where he oversaw the expansion of the undergraduate, postgraduate and professional course portfolio. He is widely published in books and academic journals ranging from management to education journals and has presented his research around the world.

Liz Yeomans is subject leader for public relations and communications at Leeds Metropolitan University. Since joining the university in 1994, Liz has helped establish a centre of excellence in public relations education and training. As well as contributing to the BA (Hons) Public Relations programme, she has developed and taught new courses for working professionals *including the nationally recognised qualification the Chartered Institute of Public Relations Diploma.*

Users Review

From reader reviews:

Tommy Cowen:

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