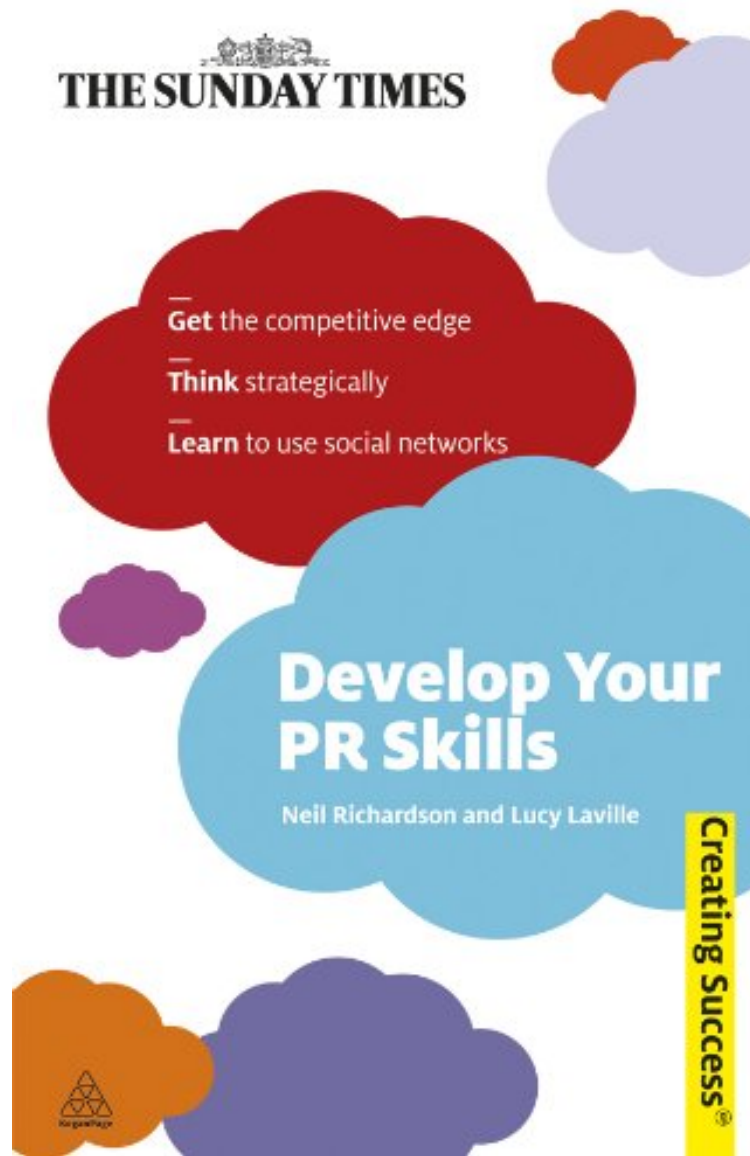


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Develop Your PR Skills (Creating Success)

Neil Richardson, Lucy Laville
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Develop Your PR Skills is a simple, straightforward guide to maximising your company's potential through effective PR. It will help the reader to gain a quick understanding of the concepts and principles and learn how to use them in

actual business scenarios. It covers strategic public relations, public relations and the internet, working with the media, how to deal with different stakeholders and customers, dealing with a crisis, using internal communications, using research to get a competitive edge, evaluating the success of your PR, and ethics and sustainability. Direct and to the point, each chapter is concise, can stand alone and ends with a summary of key points. Readers are also be pointed towards key websites and reading materials.

About the Author Neil Richardson and Lucy Laville teach PR and marketing at Leeds Business School. Laville has worked in senior PR positions across a variety of sectors. Richardson has a vast amount of managerial experience in marketing, sales and customer service. He is the author of *Develop Your Marketing Skills*, also in the *Creating Success* series (published by Kogan Page).