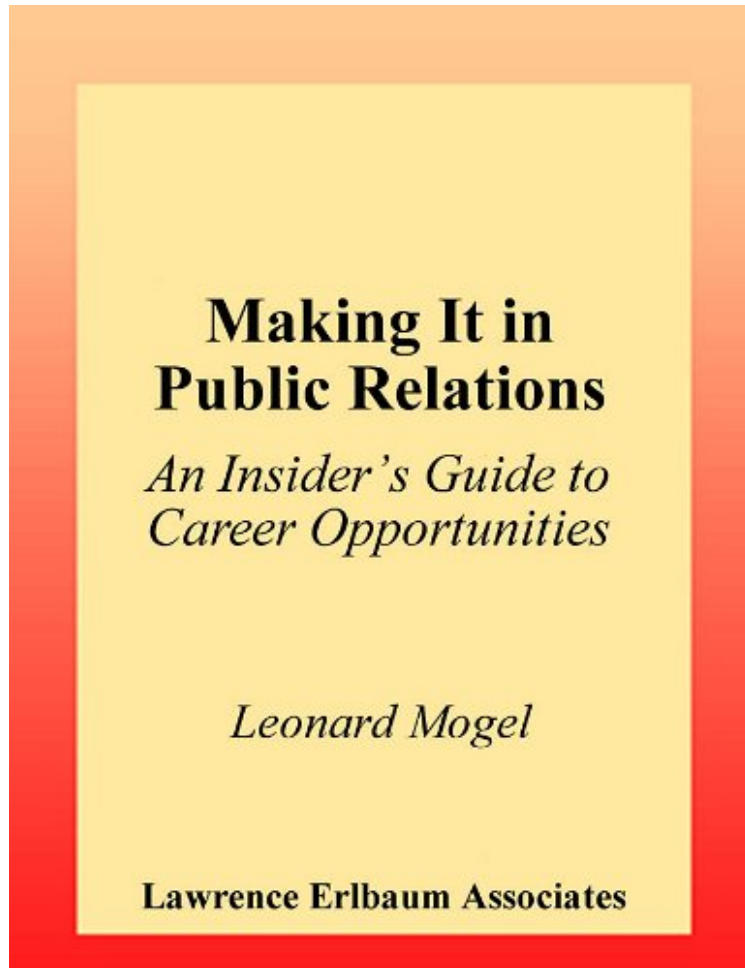


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# Making It in Public Relations: An Insider's Guide To Career Opportunities

*Leonard Mogel*

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Making It in Public Relations is a comprehensive, realistic guide to everything one needs to know when pursuing a successful career in public relations. It is an introduction to public relations, written for students who want or need a definition of the profession to understand what they are moving into as a career. A thorough overview of the various roles and responsibilities involved in PR work, the different types of PR functions and activities, and its application in a variety of settings and scenarios are provided. In fulfilling the book's editorial role, author Leonard Mogel profiles

the 10 largest public relations firms, life on the fast track at a small PR firm, how corporate communications is carried on at a large financial institution, and public relations for diverse organizations. It will be of interest to those studying public relations at the university level; recent mass communication, journalism, and public relations graduates; interns in public relations firms; and employees in other fields contemplating a move to this profession.

of the first edition: Recent graduates and established professionals alike will find this guide invaluable. Renowned magazine publisher Leonard Mogel shares 30 years of experience--including effective strategies for breaking into public relations, salary ranges for each position, tips on how to land a job in tough times and where the best jobs are, and many other trade secrets--in a no-nonsense, easy-reference format. . . . Public Relations Journal Mogel, author, publisher, and academic, provides a realistic and useful guide to the public relations industry. . . . A useful resource for career and business collections in public, academic, lower-division undergraduate, graduate, and professional libraries. . . . Choice of the first edition: Realistic and highly readable. . . . all the basics are in this small but powerful package of information. . . . Lyle J. Barker Associate Professor of Journalism, Ohio State University School of Journalism of the first edition: Cuts through the jargon to profile clearly the basic principles and tasks of the fast-changing, technology-shaped profession called PR. . . . Franklin Walton Senior Vice President, Ruder-Finn, international public relations organization of the first edition: Leonard Mogel knows public relations. . . . The book furnishes clear and forceful explanations and examples of what the profession is and of what you need to know to begin the process of preparing for and finding a job. . . . An excellent primer that will meet your goal of providing a realistic and accessible picture of the public relations world. . . . Steve Iseman Professor, Ohio State University