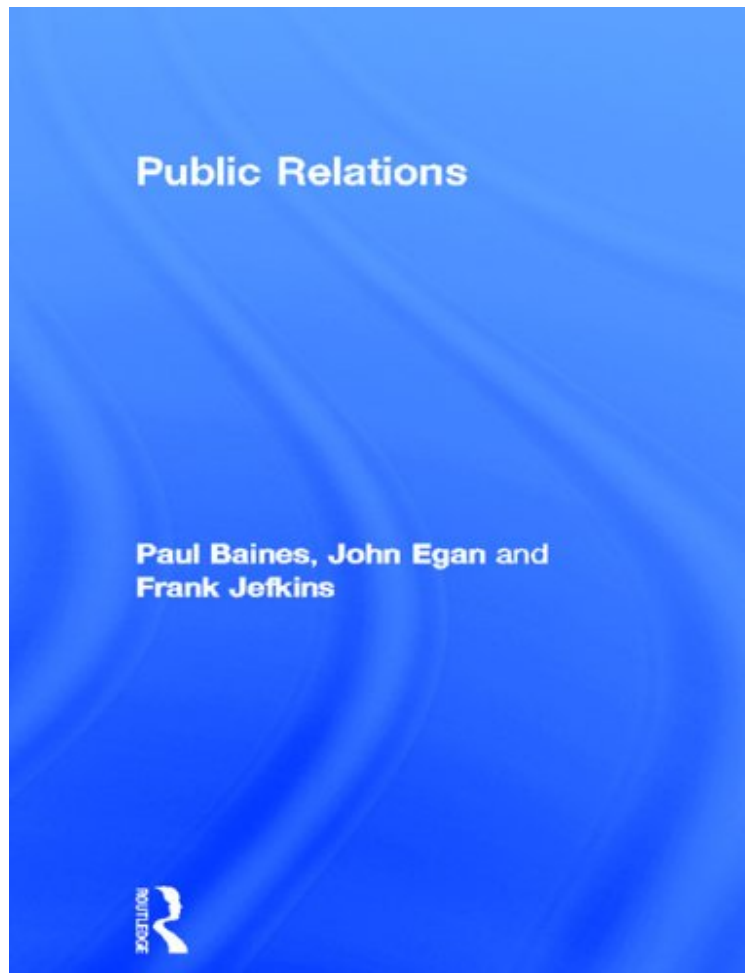


(Free) Public Relations

## Public Relations

*Paul Baines, John Egan, Frank Jefkins*  
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Public Relations: contemporary issues and techniques offers a definitive guide to public relations management. It

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I particularly enjoyed this book, as it provides a practical, as well as academic, insight into the public relations industry and what it takes to succeed within it. With an ever-evolving media this book provides a very useful guide for those embarking on a career in the world of public relations. A world that has provided me with a fulfilling, challenging and exciting adventure for the past 40 years. Max Clifford, Managing Director, MaxClifford Associates Public Relations. About the Author Frank Jenkins was the author of the highly successful text, Public Relations Techniques, on which this book is based. He was highly regarded in the field of public relations, illustrated by his receipt of the Sir Stephen Tallents Medal from the Institute of Public Relations for 'exceptional achievement in, and contribution to, public relations practice'. Excerpt. copy; Reprinted by permission. All rights reserved. Definitive and comprehensive exploration of PR techniques, including new multimedia and global practices.