



# Public Relations: Theory and Practice

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## Public Relations: Theory and Practice From Allen & Unwin

This leading introductory student text has been completely revised. With new examples, new information on digital strategies and on community relations, it reflects best contemporary practice in this increasingly influential profession. Public relations is a dynamic and rapidly growing field which offers a variety of career paths. Whether you're developing the public image of an organization, dealing with the media or managing issues for a large company, you need strong communication skills and a sound understanding of public relations processes. Richly illustrated with examples and case studies from Australia, New Zealand, Asia and other countries, *Public Relations* is an ideal starting point for anyone developing a career in public relations.

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About the Author

Jane Johnston is the author of *Media Relations: Issues and strategies*. Clara Zawawi is a former Director of Public Relations Programs at Bond University and Client Relations at Professional Public Relations.

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