

Public Relations in Practice: A Casebook

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Public Relations Casebook

Raymond Simon



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PR News Casebook David P. Bianco, 1993 From the pages of PR News the world's most widely read public relations weekly comes this collection of 1000 case studies covering major PR campaigns and events from the publication's nearly 50 year history Based on personal interviews conducted by PR News founder and former publisher Denny Griswold each case study analyzes how the most important businesses government agencies and other organizations from around the world have handled such diverse issues as anniversaries boycotts downsizing industrial achievements minority relations new product introductions plant closings product tampering stockholder relations and many others

Crisis Communications Kathleen Fearn-Banks, 2010-10-04 Crisis Communications A Casebook Approach presents case studies of organizational corporate and individual crises and analyzes the communication responses to these situations Demonstrating how professionals prepare for and respond to crises as well as how they develop communications plans this essential text explores crucial issues concerning communication with the news media employees and consumers in times of crisis Author Kathleen Fearn Banks examines the steps of choosing the appropriate words to convey a message selecting the method and channels for delivering the message and identifying and targeting the most appropriate publics or audiences She also addresses such important topics as avoiding potential mismanagement of communication in crisis situations Key features of this fourth edition are six new cases including several international crises current discussion of communications technology as it relates to crises a Companion Website www.routledge.com/textbooks/fearn_banks with additional cases as well as supplemental materials for students and classroom resources for instructors A Student Workbook is also available for use with this volume providing additional pedagogy for each chapter including discussion questions activities key terms case exercises and worksheets Utilizing both classic and contemporary cases of real world situations Crisis Communications provides students in public relations and business with real world perspectives and valuable insights for professional responses to crises It is intended for use in crisis communications crisis management and PR case studies courses

Casebook in Publicity and Public Relations Raymond Simon, 1959

Public Relations Cases Danny Moss, Barbara DeSanto, 2022-11-11 This unique collection of contemporary international public relations PR case studies gives the reader in depth insight into effective PR practice in a range of

organizational contexts The global cases demonstrate the breadth and sophistication of the public relations function both in public and private sector organizations This fully updated third edition of Public Relations Cases offers fresh perspectives on the changing face of contemporary public relations and the development of PR and communication strategies Addressing the gap in PR literature it examines political systems climate media ownership and structures as well as the social values and economic conditions which shape the role and work of PR practitioners The book follows a four part analytical model CDAO Context Decisions Actions and Outcomes to successfully identify the key points of comparison between cases to uncover how and why particular events occur and critically identifies what key factors and actions we can learn from in future decision making Featuring updated cases from across industries and around the world including South East Asia Latin America the UK and the US this book is an invaluable resource for researchers postgraduate and executive education students studying public relations corporate communication and public affairs

The Public Relations Handbook Alison

Theaker, 2013-03-01 The Public Relations Handbook is a comprehensive and detailed introduction to the theories and practices of the public relations industry It traces the history and development of public relations explores ethical issues which affect the industry examines its relationship with politics lobbying organizations and journalism assesses its professionalism and regulation and advises on training and entry into the profession The Public Relations Handbook combines theoretical and organizational frameworks for studying public relations with examples of how the industry works in practice It draws on a range of promotional strategies and campaigns from businesses public and non profit organizations including the AA Airbus BT Northamptonshire County Council Cuprinol and Action for Children The Fourth Edition includes case studies examples and illustrations from a range of campaigns from small and multinational corporations local government and charities a companion website with new international case studies updated quarterly specialist chapters on financial public relations internal communications and marketing public relations strategic overviews of corporate identity globalisation and evaluation a thorough examination of ethics and professionalism more than fifty illustrations from recent PR campaigns a completely revised chapter on corporate social responsibility a new chapter on risk issues and crisis management

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Simon, 1986 [The Crisis Casebook](#) Edward Segal, 2025-09-11 It doesn't matter who you are or what business you're in you are never far from a crisis Edward Segal has profiled over 700 crises in his popular column on Forbes.com since 2020 from those affecting businesses and organizations to global celebrities and royalty Here he builds on that bank of real life stories developing the lessons and adding new unseen material to reveal how global organizations and high profile individuals have prevented managed and recovered from a variety of crisis situations According to The Conference Board's C Suite Outlook 2023 less than half of surveyed corporate executives around the world said they were ready for a pandemic or global health crisis only 41% are prepared for cybersecurity crises and only 39% have planned for financial instability And these are just

the tip of the iceberg of crisis triggers with others including recession extreme climate events terrorism lawsuits accidents and allegations of sexual abuse In The Crisis Casebook Edward Segal expertly recounts the good the bad and the ugly ways companies and people have managed a variety of crisis situations showing you how to avoid crisis management mistakes that could damage your company s reputation profits and future and your career

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