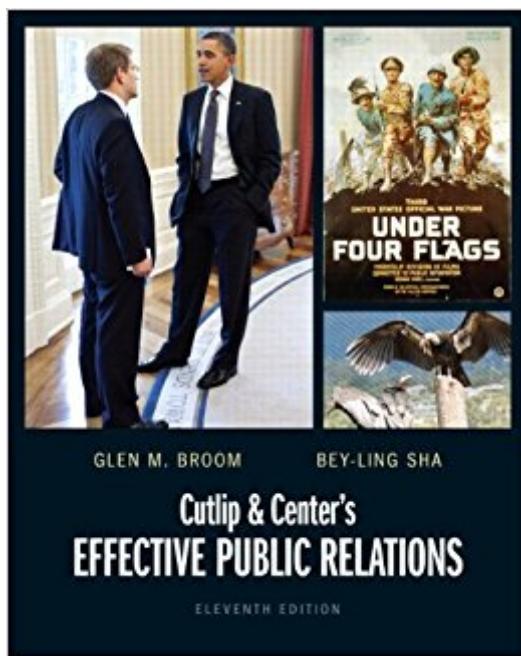


The book was found

Cutlip And Center's Effective Public Relations (11th Edition)



Synopsis

Cutlip & Center offers students the gold standard in public relations, providing the most up-to-date reference in the market. This edition features several new chapters, examples, and information on how social media and globalization are shaping PR.

Book Information

Paperback: 456 pages

Publisher: Pearson; 11 edition (July 2, 2012)

Language: English

ISBN-10: 0132669153

ISBN-13: 978-0132669153

Product Dimensions: 8 x 0.7 x 9.9 inches

Shipping Weight: 1.5 pounds (View shipping rates and policies)

Average Customer Review: 4.1 out of 5 stars 19 customer reviews

Best Sellers Rank: #7,620 in Books (See Top 100 in Books) #5 in Books > Business & Money > Marketing & Sales > Public Relations #347 in Books > Textbooks > Business & Finance

Customer Reviews

I bought this in preparation for the APR test. It has a lot of good information and I use it regularly.

I'm still reading and studying. It is current and well done including the study guides at the end of each chapter. It's also nice to see that the general misconceptions of what public relations professionals do, are not isolated to small communities like mine but an industry-wide issue. Luckily these misconceptions are being replaced by respect in the c suites of major corporations.

As promised. Studying for a certification. Good price.

Brand new, great condition. Just wish publisher used A little care paper because you cannot highlight on it without it going through

Its a used text book that wasn't highlighted nor torn nor had bends, so as a college student, I was loving it.

Very beat up and very disappointed in its quality.

For a class

Great for learning the foundations of PR.

[Download to continue reading...](#)

Cutlip and Center's Effective Public Relations (11th Edition) Public Relations and Social Media for the Curious: Why Study Public Relations and Social Media? (A Decision-Making Guide to College Majors, Research & Scholarships, and Career Success) An Overview to the Public Relations Function (Public Relations Collection) Labor Relations in the Public Sector, Fifth Edition (Public Administration and Public Policy) Public Relations: Strategies and Tactics (11th Edition) Public Relations: Strategies and Tactics, Books a la Carte (11th Edition) Strategic Communications Planning for Effective Public Relations and Marketing 5th (fifth) edition Strategic Public Relations Management: Planning and Managing Effective Communication Campaigns (Routledge Communication Series) Effective Implementation In Practice: Integrating Public Policy and Management (Bryson Series in Public and Nonprofit Management) Barron's Mechanical Aptitude and Spatial Relations Test, 3rd Edition (Barron's Mechanical Aptitude & Spatial Relations Test) Blue Guide Rome (11th edition) (11th Edition) (Blue Guides) Labor Economics and Labor Relations (11th Edition) Organizational Behavior and Public Management, Third Edition, Revised and Expanded (Public Administration and Public Policy) Human Relations: Interpersonal Job-Oriented Skills (11th Edition) International Relations (11th Edition) Public Administration and Law, Third Edition (Public Administration and Public Policy) Master The Mechanical Aptitude and Spatial Relations Test (Mechanical Aptitude and Spatial Relations Tests) A Strategic Understanding of UN Economic Sanctions: International Relations, Law and Development (Routledge Advances in International Relations and Global Politics) Contemporary U.S.-Latin American Relations: Cooperation or Conflict in the 21st Century? (Contemporary Inter-American Relations) Globalism and Comparative Public Administration (Public Administration and Public Policy)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)