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**Sinopsis**

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The Public Relations Strategic Toolkit provides a structured approach to understanding public relations and corporate communications. The focus is on professional skills development as well as approaches that are widely recognised as 'best practice'. Original methods are considered alongside well established procedures to ensure the changing requirements of contemporary practice are reflected.

Split into four parts covering the public relations profession, campaign planning, corporate communication and stakeholder engagement, this textbook covers everything involved in the critical practice of public relations in an accessible manner. Features include:

- definitions of key terms
- contemporary case studies
- insight from practitioners
- handy checklists
- practical activities and assignments

Covering the practicalities of using traditional and social media as well as international considerations, ethics, and PR within contexts from politics to charities, this guide gives you all the critical and practical skills you need to introduce you to a career in public relations.