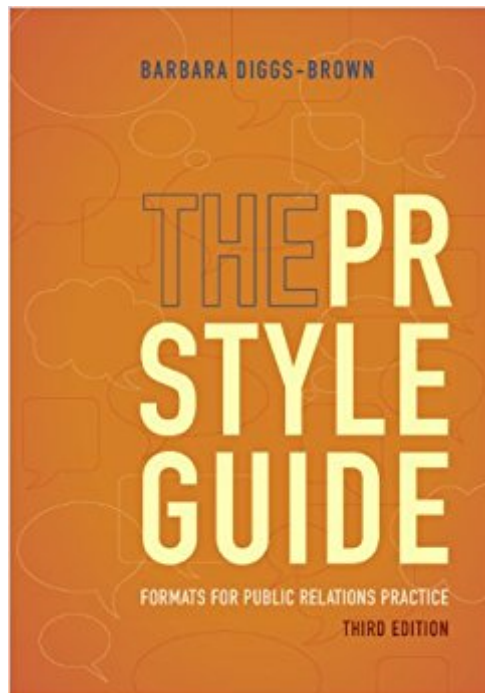




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The PR Styleguide: Formats For Public Relations Practice



Synopsis

A concise and student-friendly handbook, THE PR STYLEGUIDE serves as a complete style guide and reference tool for PR students and practitioners. Assisting students in presenting messages that display great form and style, THE PR STYLEGUIDE addresses the most widely used and accepted practices in developing PR pieces providing many visual examples and a breakdown of the goals for each piece. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Book Information

File Size: 22138 KB

Print Length: 264 pages

Publisher: Cengage Learning; 003 edition (January 23, 2012)

Publication Date: January 23, 2012

Language: English

ASIN: B00B7K72US

Text-to-Speech: Not enabled

X-Ray for Textbooks: Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #178,115 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #39

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Customer Reviews

Had to order this book for a college class and still use it today in my professional job. It really helped me write effect press releases, as well as stay consistent to a style.

The book arrived promptly and it looked as good as new! Clear, easy-to-read format with helpful examples.

great

Needed for class, and found the cheapest here.

This book provides a plethora of templates for public relations professionals and anyone needing to communicate information. The explanations are complete and straight-forward. Extremely helpful information. A must have for your bookcase.

Super helpful guide to PR style.

This book isn't helpful if you need specific format examples. It's not good if you need to write a paper using this style either. It does give you a useful introduction to AP style so if you have to use this style for school (like me) then it's a decent investment.

As a faculty member who uses this book in her PR Writing course, I can say that it is one of the best books around. In plain English, it tells you what brochures, press release, VNRs, and media kits are. WHAT IT IS NOT: * a substitute for the AP Style Guide * a template for writing 'papers' (a comment that I am still wrapping my head around) * an in-depth book on the strategies and theories of PR. I recommend that students taking this course by the most recent version and KEEP IT. You will need on your first day of your internship or entry-level position. You may even find yourself sharing it with your co-workers (or boss).

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