

The Public Relations Strategic Toolkit An Essential Guide To Successful Public Relations Practice

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The Public Relations Strategic Toolkit presents guidance to instruct and educate students and professionals of public relations and corporate communications. Alison Theaker and Heather Yaxley cover every aspect of critical practice, including definitions of public relations, key theoretical concepts and both original and established methodological approaches.

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The Public Relations Strategic Toolkit by Alison Theaker and Heather Yaxley is a toolkit as the title suggests. The book is a mix of public relations theory, case studies and practical guidance. It provides a thorough grounding for anyone new to the industry and is an instant aide memoir for experienced practitioners.

The Public Relations Strategic Toolkit: An Essential Guide ...

Global Alliance for Public Relations and Communication Management (2010) The Stockholm Accords. Gregory, A. and Willis, P. (2013) Strategic Public Relations Leadership. Abingdon: Routledge. Grunig, J. (2011) Public relations and strategic management: Institutionalizing organization-public relationships in contemporary society.

Public relations as strategic management - PR Academy

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