



PR Strategy and Application: Managing Influence

W. Timothy Coombs, Sherry J. Holladay

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PR Strategy and Application is a comprehensive and accessible text that situates Public Relations in a 21st century context; as a set of tools not just for corporations but for the activist, the diplomat, the crisis manager, the homeland security officer, as well as the advertising executive and the reputation manager.

- Winner of the 2010 PRIDE award given by the PR Division of the National Communication Association
- Gives detailed treatment of how activists have used public relations including a consideration of how activists have been important to the historical develop of PR
- Argues for a move away from a corporate-centric view of public relations and for public relations to be seen as the management of mutually-influential relationships
- Emphasizes the importance of stakeholder expectations in shaping organizational actions and being a foundation for discussions between organizations and stakeholders
- Emphasizes the perspective that stakeholders and organizations are linked together in a complex networks rather than a series of separate relationships
- Accompanying website includes chapter outlines, a test bank, PowerPoint slides, and useful links for students and teachers

Visit the further resources website for student and instructor materials at www.wiley.com/go/coombs

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