



Today's Public Relations: An Introduction

Robert L. Heath, W. (William) Timothy Coombs

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Today's Public Relations: An Introduction is a comprehensive text that features all aspects of public relations with specific sensitivity to the message strategies that challenge practitioners to be successful, yet ethical. In this book, authors Robert L. Heath and W. Timothy Coombs redefine the teaching of public relations by discussing its connection to mass communication while linking it to its rhetorical heritage. The text features coverage of ethics, research, strategy, planning, evaluation, media selection, promotion and publicity, crisis communication, risk communication, and collaborative decision making as ways to create, maintain, and repair relationships between organizations and the persons who can affect their success.

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