

Definition Of Public Relations By Frank Jefkins

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Issues and Problems in Mass Communications - Nelson Etukudo 1986

Board of Trade Journal - 1968-10

Public Relations for Management Success - Frank Jefkins 2018-04-17

Originally published in 1984. Public relations is a key element necessary for success in all business activities. Although some businessmen see public relations as a separable business function, this book argues convincingly that public relations should really be an integral management function, practised by all managers, all the time. Public Relations for Management Success defines public relations and examines particular techniques, including media relations and areas of concern such as government/parliamentary liaison and issues such as conservation and pollution. It discusses how public relations activities should be planned, staffed, financed and assessed, putting forward principles illustrated by worldwide case studies and examples.

The Public Relations Handbook - Alison Theaker 2004-08-02

In this updated edition of the successful Public Relations Handbook, a detailed introduction to the theories and practices of the public relations industry is given. Broad in scope, it traces the history and development of public relations, explores ethical issues which affect the industry, examines its relationships with politics, lobbying organisations and journalism, assesses its professionalism and regulation, and advises on training and entry into the profession. It includes: interviews with press officers and PR agents about their working practices case studies, examples, press releases and illustrations from a range of campaigns including Railtrack, Marks and Spencer, Guinness and the Metropolitan Police specialist chapters on financial public relations, global PR, business ethics, on-line promotion and the challenges of new technology over twenty illustrations from recent PR campaigns. In this revised and updated practical text, Alison Theaker successfully combines theoretical and organisational frameworks for studying public relations with examples of how the industry works in practice.

Integrated Marketing Communications - Tony Yeshin 2012-05-23

Integrated Marketing Communications is a new text which will answer the key questions of what marketing communications is, how it works and why it is such a vital contemporary marketing function. It is a comprehensive and authoritative overview of this complex and rapidly evolving area. The author's long experience in the industry, and as a senior academic, ensures that the book is able to show how the communications process really works and how it can best be managed in a strategically and tactically cost effective manner. Throughout the book the framework of analysis, planning, implementation and control is used to help the student organize their approach to the complex decision making in the present communications environment. This is both an essential text and an indispensable reference resource and has been rigorously developed for undergraduates and postgraduates in Marketing and Business, and for the new CIM Certificate and Diploma exams in Business Communication, Promotional Practice and Marketing Communications.

Communication and National Development - Onyeka Uwakwe 2003

Essentials of Corporate Communication - Cees B.M. Van Riel 2007-08-07

This lively and engaging new book addresses a topical and important area of study. Helping readers not only to understand, but also to apply, the most important theoretical notions on identity, identification, reputation and corporate branding, it illustrates how communicating with a company's key audience depends upon all of the company's internal and external communication. The authors, leading experts in this field, provide students of corporate communication with a research-based tool box to be used for effective corporate communications and creating a positive reputation. Essentials of Corporate Communication features original examples and vignettes, drawn from a variety of US, European and Asian companies with a proven record of successful corporate communication, thus offering readers best practice examples. Illustrations are drawn from such global companies as Virgin, IKEA, INVE and Lego. Presenting the most up-to-date content available it is a must-read for all those studying and working in this field.

Modern Marketing Communications - Frank Jefkins 2012-12-06

Marketing communications is a subject which has become popular in both marketing and public relations circles, but sometimes with different parameters. There are those who prefer to confine marketing communications to promotional activities, which is mostly an academic point of view, and there are those who see the subject in broader terms, embracing every form of communication used in marketing, which is how the subject is practised in the business world. While the author has long experience as a teacher and examiner, he also continues to be a professional practitioner. Consequently, the book aims to serve those concerned with both the academic and the professional in interpretations of marketing communications. It is of course hoped that those who adopt the academic approach to the subject will eventually acknowledge that there is more to marketing communications than advertising, sales promotion, selling, marketing research and public relations. It is also necessary to realise that public relations embraces much more than the 'publicity' in the 4Ps promotion box. Without wishing to be contentious, this broad approach is proposed so that communications of all kinds throughout the marketing strategy can have maximum effect. Very little has been published on this subject, and the book is therefore a pioneer attempt to establish the practical parameters of modern marketing communications. There are so many broad and narrow interpretations of marketing communications, but it is hoped that this book will be useful to teachers, students and practitioners of the subject.

Planned Press and Public Relations - Frank William Jefkins 1986

Handbook Of Advertising Media And Public Relations - Deepak Gupta 2005

Public Relations - Frank Jefkins 2016-06-03

Public Relations discuss the historical background, organization, definition, and promotion of the subject as a management function. The factors that influence public expectations of public relations are presented in detail. A section of the book enumerates the characteristics of an effective PR practitioner. Such factors as ability to communicate, organize, interact with people, having personal integrity, and imagination are explained thoroughly. The book provides a comprehensive discussion of the common and statute law affecting public relations. It also reviews the types of defamation like slander and libel. The topic copyright is explained. A section of the book covers the product's life cycle. This subject includes the packaging, distribution, sales force, market education, promotion, and merchandising of the product. It is important

that management- employee relations should be stimulated by PR techniques. These techniques can be in the form of house journals, notice-boards, audio-visual, speak up schemes, shop-floor talks, staff conferences, and other get-togethers. The book will provide useful information to reporters, advertisers, commercial developers, students and researchers in the field of marketing.

Public Relations in World Marketing - Frank William Jefkins 1966

Strategic Communications in Africa - Hugh Mangeya 2021-12-24

Strategic communication is a pre-requisite for the achievement of organisational goals, and an effective strategic communication plan is vital for organisational success. However, systems and models dominant in the West may not necessarily be best suited for the sub-Saharan Africa reality, where many organisations lack adequate financial resources to develop and implement an effective strategic communication plan. This book examines current practices in sub-Saharan Africa, as well as the challenges faced and the intersection with culture. It packages inspiring debates, experiences and insights relating to strategic communication in all types of institutions, including private and public sector organisations, governmental organisations and NGOs, political parties as well as social movements in the sub-Saharan context. It explores how culture is integral to the attainment of strategic communication goals, and diverse case studies across socio-economic contexts offer insights into the successes of organisations across Africa, including Zimbabwe, Tanzania, Lesotho and Nigeria. This unique edited collection is a valuable resource for worldwide scholars, researchers and students of strategic communication and organisational studies, as well as related fields including public relations, advertising, political and health communication and international studies.

Public Relations - Otis W. Baskin 1997

Provide your students with a thorough understanding of public relations practice with a text that incorporates the experiences of practitioners with the theoretical perspectives of scholars. The fourth edition features increased coverage of technological change, diversity and expanding global markets, and their impact on the profession. New co-author Dan Lattimore, APR, brings a wealth of professional experience, and years of public relations teaching to this edition.

Marketing Your Business - John Westwood 2011-03-03

Although the basic principles and theories of marketing haven't changed, many of the tools have. With new reliance on online tools to get results, it's more important than ever for businesses to be up-to-date on the latest techniques. Marketing Your Business covers all of these aspects of marketing to develop a strategy and increase profit, including detailed advice on how to carry out market research in the digital age and how to use the resulting information to develop specific objectives and strategies. It explains how to use the internet, set up websites and online shops, use traditional and online public relations including social media, plan advertising and sales promotion campaigns, prepare sales literature and manage exhibitions. Also with practical advice and tips on getting into export as well as a thorough explanation of the new market concept of Application Selling, Marketing Your Business is an all-in-one guide to everything you need to know about marketing today and is an essential resource for your business.

THE MILITARY AND PUBLIC RELATIONS ? Issues, Strategies and Challenges - Col. (rtd) John Adache PhD 2014

Public Relations practice, its approaches and methods have become widely and deeply entrenched in business, government and in many other complex organizations especially in the developed nations of the world. In same manner, its relevance and utility as tool of institutional promotion have equally come to be appreciated in the Armed Forces. The text therefore, within context of the evolution, growth and development of the broad discipline of Public Relations appropriately situates its practice in the military. It articulates and highlights in-depth, the many aspects to public relations practice in the armed Forces drawing examples extensively from especially the experiences of the United States and UK Armed Services. Divided into Four Parts, the book examines the role of the Military in society and traces the evolution of modern public Relations and its development in the military. Under 'Public Relations Principles, Approaches and Practice", it analyses the role and function of public relations in the interface of military and society, and further highlight the purpose of military public relations, its targets, strategies and tactics. It examines Public Relations practice in the Nigerian Military including public perception and management.

Current and topical Issues in Public Relations and Communication such as 'Technology, the Military and Public Relations', 'Social Media, Public Relations and the Military', 'Security Threats, Crisis Management and the Role of Communications', and 'Challenges to Military Public Relations Practice' were analyzed. The book finally concludes with 'The Importance of Military Public Relations in a Democratic Society'. Given the perpetual need to constantly `keep the military in the public eye', the book strongly posits that it is appropriate that public relations be properly positioned as the strategic machinery through which the military could seek to identify with the people and invariably, national interest in order for them to render accounts of their performances and seek informed public support as obtains in developed democracies. This book will be a useful source of reference to especially military public relations officers and indeed all military officers across the world. It further should bring forth better insight to the understanding by the civilian populace, communications professionals, and research scholars specializing in military public relations or public affairs operating in diverse regions of the world.

Public Relations for Marketing Management - Frank Jefkins 1983-12-15

Public Relations - Paul Baines 2004

Foreword Preface About the authors Acknowledgements Defining public relations - Introduction The psychology of public relations communication Marketing public relations The public relations industry Interview sketch 1: defining public relations Public relations planning and management - Managing planned public relations programmes Situation analysis defining objectives Defining publics Media selection Budgeting Implementation and control Interview sketch 2: planning a public relations campaign Managing media relations - The role of the press officer Writing reports and proposals Writing press releases Writing feature articles Event management Broadcasting public relations and funded television programmes Photographs, captions and printing Interview sketch 3: managing media relations Communication media - The press and broadcast sources Public relations in developing countries Video, DVD, CD-ROM and the Internet Seminars, conferences and exhibitions House journals and public relations literature Interview sketch 4: the changing nature of media Specialist public relations areas - Financial public relations Internal public relations Crisis management Sponsorship Corporate image, identity and advertising Public relations in political context Interview sketch 5: the role of lobbying Appendix 1: IPR Code of Conduct Appendix 2: The Code of Athens References Index.

Babcock Journal of Management and Social Sciences - 2004

Public Relations - Philip Henslowe 2003

This straightforward and practical guide takes the reader step-by-step through a PR campaign. It provides a valuable overview of the main areas of work involved, including: ethics and the law; working with photographers; working with printers; working with publishers and the media; working with designers; crisis management; and new developments in technology. This completely updated second edition includes new information on professional advisers, spin doctors, PR in local government and financial PR.

The Practice of Public Relations - Wilfred Howard 2016-06-03

The Practice of Public Relations, Third Edition is a compendium of articles written by professional and expert practitioners in the field of public relations. The book serves as an introduction to the practice of public relations and as a guide to students of communication, advertising, and marketing. The collection covers a wide range of topics such as the planning and execution of a public relations campaign; the types of media used and the timing and handling of material; the different settings where public relations are applied, examples are industrial companies, government, and marketing firms; the law and ethics of public relations; and how to build a successful career in public relations. Marketing, advertising, and communications professionals and students will find the book very useful.

International Dictionary of Marketing and Communication - Frank William. Jefkins 2012-12-06

This dictionary covers marketing communications in the broadest sense, including advertising, but also extending to public relations which concerns many organizations not involved in marketing and which have little to do with advertising. Entries have been gathered from around the world, and this dictionary will therefore be valuable to those operating in an international environment where different terms, or terms

with different spellings, are used. There are also terms with different meanings, depending on their country of origin. For example, in the UK newspapers are called press media, while in the USA the term print media is more usual. In the UK, print usually applies to printed items, such as sales or educational literature. Likewise, there are big differences between European and American broadcasting systems, and sponsored radio or TV can mean different things around the world. Outdoor advertising also has different terminology in different countries, especially in North America and the UK. In many cases, alternative British and American terms are given, while some are either European or American. Some terminology is specific to a certain country. Entries have been collected from all parts of the world, including the oramedia or folk media of the Third World. Financial terms have been included because of their increasing importance in advertising and public relations, and the dictionary reflects the increasing relevance of satellites and computers.

Public Relations Techniques - Frank Jefkins 1994

This second edition of Frank Jefkins' definitive guide to public relations management has been extensively revised to include references to changes in the 1990's, especially regarding the media, uses of video, new codes of practice, the recent research findings of numerous PR bodies and export implications. 'Public Relations Techniques' gives a comprehensive picture of the role of public relations in commercial and non-commercial organisations. As recipient of the Stephen Tallents Medal of the Institute of Public Relations for 'exceptional achievement in, and contribution to public relations practice' Frank Jefkins is uniquely qualified to write this comprehensive, detailed and practical book covering all aspects of public relations. The new edition now covers the two CAM Diploma PR papers and includes past examination papers. Covers the two CAM Diploma PR papers and includes past exam papers Definitive guide to public relations management Revised to include references to changes in the 1990's

Public Relations in Britain - Jacque L'Etang 2004-07-22

In this book the author asks a big question: how did public relations develop in Britain and why? The question is answered through a broad ranging narrative which links the evolution of British public relations in the early twentieth century to key political, economic, social, and technological developments. Drawing on oral history interviews and extensive archival research the book highlights some of the sociological issues relevant to a study of public relations and foregrounds the professionalisation of the occupation in the second part of the twentieth century.

Advertising - Frank William Jefkins 1985

Public Relations and Communication Management in Europe - Betteke van Ruler 2004-01-01

The book challenges the notion that public relations in Europe is no more than a copy of the Anglo-American approach. It presents a nation-by-nation introduction to historical public relations developments and current topics in European countries, written by noted national experts in public relations research and well-known professionals who are able to oversee the situation in their own countries. The contributions take an "insider" point of view and combine researched facts and figures with qualitative observations and personal reviews. In addition, the book provides conceptual statements that offer an insight into theoretical approaches.

The Media and International Communication - Barbara Lewandowska-Tomaszczyk 2007

The twenty-first century is witness to complex social, political, and cultural phenomena transforming the world in which we live. There are numerous aspects to this global process; most of them, however, are related one way or another to the media of communication which foster and accelerate it. The chapters in this book approach media and international/intercultural communication from various global perspectives. The authors provide insight into the impact of media on different contexts, cultures and nations. One theme that weaves its way throughout this collection of essays is an intercultural one, broadly defined as the contact point between two cultures that changes both to some degree. Scholars from different places in the world try to understand, explain and/or argue from a variety of traditions, perspectives and values. They examine the contact point between culture and identity, media and culture, art and media, technology and translation, theater and culture, etc., in order to better understand how and to what degree changes occur.

Public Relations - Ellen Gunning 2018-09-26

Now in its third edition, this core textbook provides students with a highly engaging and accessible introduction to the world of PR, covering diverse topics such as event planning, press releases, crisis management, ethics, managing your own PR agency and how to use social media effectively. The author draws on over 25 years of hands-on experience as a PR practitioner and lecturer to provide cutting-edge and insightful examples and debates relating to key contemporary issues, from Twitter-storms and whistleblowing, to the Ebola crisis and media relations in the White House. With information drawn from a wide range of international experts, the book offers case studies that cross continents and cover small, local and large multinational organisations, resulting in a truly global perspective. This new third edition has been comprehensively revised and updated throughout, equipping readers with the practical skills they need to succeed as a PR professional in the 21st century. Public Relations: A Practical Guide is a must-have companion for all those studying practitioner courses on public relations taught and accredited by PR professional organisations. It will be also be an essential textbook for undergraduate and postgraduate students studying introductory public relations modules at universities. New to this Edition: - A more international perspective, illustrated by up-to-date examples and case studies covering companies such as Pepsi, Samsung, Shell and United Airlines, and countries including Germany, the UK, the USA, Australia, China, India, Nigeria, Greece and Ireland - A new and enhanced pedagogical framework, offering chapter introductions, practical case studies and 'What You've Learned' sections at the end of each chapter - Extensively updated from the second edition to include increased coverage of social media and the latest PR practices

Advertising - Frank Jefkins 1994

Advertising looks at the structure and organisation of the industry, how campaigns are constructed and costed, the various methods of promotion, above-the-line and below-the-line costs, legal and ethical issues, market research and much, much more.

Public Relations Ethics and Professionalism - Johanna Fawkes 2014-08-01

Do professions really place duty to society above clients' or their own interests? If not, how can they be trusted? While some public relations (PR) scholars claim that PR serves society and enhances the democratic process, others suggest that it is little more than propaganda, serving the interests of global corporations. This is not an argument about definitions, but about ethics - yet this topic is barely explored in texts and theories that seek to explain PR and its function in society. This book places PR ethics in the wider context of professional ethics and the sociology of professions. By bringing together literature from fields beyond public relations - sociology, professional and philosophical ethics, and Jungian psychology - it integrates a new body of ideas into the debate. The unprecedented introduction of Jungian psychology to public relations scholarship shifts the debate beyond a traditional Western 'Good/Bad' ethical dichotomy towards a new holistic approach, with dynamic implications for theory and practice. This thought-provoking book will be essential reading for students, academics and professionals with an interest in public relations, ethics and professionalism.

Advertising - Frank Jefkins 2016-06-03

Advertising provides a comprehensive coverage of the subject matter. It gives some sample of case studies. There are ten classes of the subject matter. These are classified as being persuasive, informative, institutional, financial, classified, retail, cooperative, industrial, government, and trade. Each of these types is defined and comprehensively explained. The subject matter also has a role to society and this is discussed in the text. The book defines such term as marketing, propaganda, and public relations. Different medium of commercial delivery are outlined. Such medium as via press, television, radio, cinema, direct mail, and exhibitions are analyzed. The process of doing an advertisement is discussed in detail. This is followed by a description of the six sides to advertising. Several advertising organizations are described in detail. And a section of the text identifies the ways in which commercials are being funded. The book will provide useful information to commercial creators, marketers, agents, students, and researchers in the field of marketing.

Market Intelligence - 2002

Media Literacy Project for Pre-University Students - KOHIR. STEVENSON 2011

Public Relations - 2007

Advertising & Public Relations - Lal Deosa Rai 2002

With reference to Nepal.

Dictionary of Dictionaries and Eminent Encyclopedias - Thomas Kabdebo 1997

Enlarged by some 50 percent and equipped with more comprehensive name and subject indexes, the second edition of this unique guide contains bibliographic and descriptive annotations for 8,000 dictionaries. It features 1,500 additional bilingual works, 400 new subject categories, and all the major electronic dictionaries produced in English. While the primary emphasis is on language dictionaries, subject dictionaries on topics as varied as ceramics, bookbinding, and theatre as well as dictionaries issued by international bodies and agencies are included. Covering all the world's languages, works may be bilingual, monolingual, or multilingual as long as there is an English element.

Advertising - Frank Jefkins 2000

This best-selling book looks at the structure and organisation of the industry, how campaigns are constructed and costed, the various methods of promotion, above-the-line and below-the-line costs, legal and ethical issues, market research and much, much more. The new edition has been fully updated and contains updated material on advertising departments, TV franchises, corporate video and satellite broadcasting. Case studies are used to bring the subject into the real world.

Public Relations - Ellen Gunning 2018-09-26

Now in its third edition, this core textbook provides students with a highly engaging and accessible introduction to the world of PR, covering diverse topics such as event planning, press releases, crisis management, ethics, managing your own PR agency and how to use social media effectively. The author draws on over 25 years of hands-on experience as a PR practitioner and lecturer to provide cutting-edge and insightful examples and debates relating to key contemporary issues, from Twitter-storms and whistleblowing, to the Ebola crisis and media relations in the White House. With information drawn from a wide range of international experts, the book offers case studies that cross continents and cover small, local and large multinational organisations, resulting in a truly global perspective. This new third edition has been comprehensively revised and updated throughout, equipping readers with the practical skills they need to succeed as a PR professional in the 21st century. *Public Relations: A Practical Guide* is a must-have companion for all those studying practitioner courses on public relations taught and accredited by PR professional organisations. It will be also be an essential textbook for undergraduate and postgraduate students studying introductory public relations modules at universities. New to this Edition: - A more

international perspective, illustrated by up-to-date examples and case studies covering companies such as Pepsi, Samsung, Shell and United Airlines, and countries including Germany, the UK, the USA, Australia, China, India, Nigeria, Greece and Ireland - A new and enhanced pedagogical framework, offering chapter introductions, practical case studies and 'What You've Learned' sections at the end of each chapter - Extensively updated from the second edition to include increased coverage of social media and the latest PR practices Accompanying online resources for this title can be found at bloomsburyonlineresources.com/public-relations. These resources are designed to support teaching and learning when using this textbook and are available at no extra cost.

Public Relations - Paul Baines 2007-06-07

Public Relations: contemporary issues and techniques offers a definitive guide to public relations management. It provides comprehensive analysis and explanation of a full range of modern PR techniques, spanning both inhouse and agency practice. The text has involved fundamental restructuring and updating of existing material and the incorporation of the new techniques and strategies, for instance: * The use of multimedia techniques in PR * Overseas media and the globalization of media communications * The latest case examples - notably New Labour's rebranding and media management since 1997, government PR during the 2001 war against Afghanistan, and the 2002 football World Cup The book presents the core strategies for successful PR combining this with indepth advice on implementation and the everyday techniques that every PR person needs to grasp. With a range of new user-friendly textual features, the book's practical, how-to focus, wedded to firm theoretical analysis, makes it the ideal text for those studying for professionally accredited examinations such as the IPR, CAM and LCCI awards. It is also a useful aide-memoire for all practising PR professionals.

Marketing - Paul Reynolds 2013-06-17

Are you about to undertake a one semester or short course in marketing? If so, 'Marketing: The One Semester Introduction' is the book for you! Written by two of the most experienced and respected authors of the subject in the UK, it is specifically designed for those wanting a rapid and thorough introduction to marketing. This book: · is based on vast teaching experience and classroom testing to ensure that it precisely meets the needs of the business studies or modular marketing student · provides authoritative coverage of the subject, yet avoids becoming entangled in a mass of extra theory that may prove unhelpful for preliminary study · has an international viewpoint that guides the reader to the very heart of contemporary global marketing issues 'Marketing: The One Semester Introduction' provides exactly the right amount of theory and information to ensure rapid and high quality learning. With its succinct and clear style, the book represents an indispensable starting point for students of business studies and marketing.