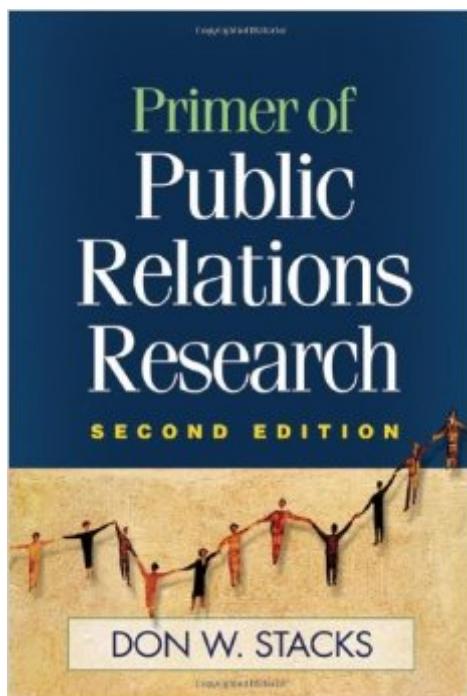


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Primer Of Public Relations Research, Second Edition



Synopsis

This practical, comprehensive work is widely regarded as the standard course text and practitioner reference on public relations research. Don W. Stacks explains the key role of research in all aspects of contemporary PR practice, from planning a program or campaign to making strategic changes and measuring outcomes. Step-by-step guidelines and tools are provided for using a wide range of qualitative and quantitative methods to accomplish essential research objectives. The book clearly explains technical aspects of data collection and analysis for readers new to measurement and statistics. Every chapter features review questions and a detailed practice problem. A test bank, suggested readings, case studies, and PowerPoint slides are available to instructors using the book in their courses; see the preface for details.

Book Information

Hardcover: 367 pages

Publisher: The Guilford Press; 2 edition (July 13, 2010)

Language: English

ISBN-10: 1593855958

ISBN-13: 978-1593855956

Product Dimensions: 6.1 x 0.9 x 9 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 2.2 out of 5 starsÂ See all reviewsÂ (4 customer reviews)

Best Sellers Rank: #242,430 in Books (See Top 100 in Books) #120 inÂ Books > Business & Money > Marketing & Sales > Public Relations #170 inÂ Books > Business & Money > Industries > Media & Communications #219 inÂ Books > Business & Money > Marketing & Sales > Marketing > Research

Customer Reviews

Pathetic excuse for a PR book. Stacks' word choice and attempts to explain different concepts are absolutely terrible. It's almost as if he wants confuse readers so as to prove his PR "intelligence" and make his field of study seem reserved for the academic and professional "elite." Get over yourself, Mr. Stacks. Try speaking like a human. You might actually enjoy it. So if you're wanting to learn more about PR and PR research, this book isn't for you. But if self-important authors, convoluted concepts, and wasted time are your thing, you've found an absolute masterpiece.

Hard to read, but that's just me. Filled with really good knowledge though. Good for anyone entering

PR field in school

It is indeed a very helpful book opening an insight for you on public relation research which is not a favorite aspects in PR practice. Don. Stacks explains the theories very specificly and supported with examples, easy to understand. Great book!

The book was in decent condition but nothing close to the description. The book is marked up extensively with pens and markers, which is rather distracting. The book is much higher priced than other used books, so this level of usage is not really acceptable.

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