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Public Relations (Paperback)

By Edward L Bernays

WWW.Snowballpublishing.com, United States, 2014. Paperback. Book Condition: New. 224 x 146 mm. Language: English . Brand New Book ***** Print on Demand *****.Publicist Edward L. Bernays offers here the kind of advice individuals and a variety of organizations sought from him on a professional basis during more than four decades. With such knowledge, every intelligent person can carry on his or her activities more effectively. This book provides know-why as well know-how. Bernays explains the underlying philosophy of public relations and the PR methods and practices to be applied in specific cases. He presents broad approaches and solutions as they were successfully carried out in his long professional career. Public relations is not publicity, press agency, promotion, advertising, or a bag of tricks, but a continuing process of social integration. It is a field of adjusting private and public interest. Everyone engaged in any public activity, and every student of human behavior and society, will find in this book a challenge and opportunity to further both the public interest and their own interest.



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Reviews

Basically no terms to clarify. It is actually written in basic terms rather than confusing. I found out this ebook from my dad and I suggested this book to find out.

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