



## It's Not Just PR: Public Relations in Society

By W. Timothy Coombs, Sherry J. Holladay

Download now

Read Online ➔

**It's Not Just PR: Public Relations in Society** By W. Timothy Coombs, Sherry J. Holladay

In the second edition of their award-winning book, W. Timothy Coombs and Sherry J. Holladay provide a broad and thorough look at the field of public relations in the world today and assess its positive and negative impact on society's values, knowledge, and perceptions.

- Uses a range of global, contemporary examples, from multi-national corporations through to the non-profit sector
- Updated to include discussion of new issues, such as the role and limitations of social media; the emergence of Issues Management; how private politics is shaping corporate behavior; and the rise of global activism and the complications of working in a global world
- Covers the search within the profession for a definition of PR, including the Melbourne Mandate and Barcelona Principles
- Balanced, well organized, and clearly written by two leading scholars

↓ [Download It's Not Just PR: Public Relations in Society ...pdf](#)

📖 [Read Online It's Not Just PR: Public Relations in Socie ...pdf](#)

# It's Not Just PR: Public Relations in Society

*By W. Timothy Coombs, Sherry J. Holladay*

**It's Not Just PR: Public Relations in Society** By W. Timothy Coombs, Sherry J. Holladay

In the second edition of their award-winning book, W. Timothy Coombs and Sherry J. Holladay provide a broad and thorough look at the field of public relations in the world today and assess its positive and negative impact on society's values, knowledge, and perceptions.

- Uses a range of global, contemporary examples, from multi-national corporations through to the non-profit sector
- Updated to include discussion of new issues, such as the role and limitations of social media; the emergence of Issues Management; how private politics is shaping corporate behavior; and the rise of global activism and the complications of working in a global world
- Covers the search within the profession for a definition of PR, including the Melbourne Mandate and Barcelona Principles
- Balanced, well organized, and clearly written by two leading scholars

**It's Not Just PR: Public Relations in Society** By W. Timothy Coombs, Sherry J. Holladay Bibliography

- Sales Rank: #417056 in Books
- Published on: 2013-09-23
- Original language: English
- Number of items: 1
- Dimensions: 9.05" h x .35" w x 6.00" l, .50 pounds
- Binding: Paperback
- 168 pages

 [Download It's Not Just PR: Public Relations in Society ...pdf](#)

 [Read Online It's Not Just PR: Public Relations in Socie ...pdf](#)

## **Editorial Review**

### **Review**

“Concise and thought-provoking examination about ‘what counts’ as public relations and the field’s impact on society; an excellent discussion primer about the issues facing the profession today and in the foreseeable future.”

*Michael J. Palenchar, University of Tennessee*

“This is an engaging introduction to PR. I like its quick overviews of key authors, ideas and debates, its easy style, but most of all, that it makes the reader think.”

*Magda Pieczka, Queen Margaret University, Edinburgh*

### **From the Back Cover**

Whether one sees it as unwelcome, underappreciated, or unnoticed, public relations has an important influence on modern society. In the second edition of their award-winning book, W. Timothy Coombs and Sherry J. Holladay provide a broad and thorough look at the field of public relations in the world today and assess its impact on society’s values, knowledge, and perceptions.

The authors show how public relations affects society—both positively and negatively—and use a range of global, contemporary examples from multi-national corporations through to the non-profit sector to prove their point. The authors have thoroughly revised and updated the book with discussion of new issues, including the search within the profession for a definition of PR; the role and limitations of social media; the emergence of Issues Management; how private politics is shaping corporate behavior; and the rise of global activism and the complications of working in a global world. The authors also provide a nuanced and balanced discussion of ethical concerns for professionals in the field that doesn’t rely on oversimplification of the issues. Well organized and clearly written by two leading scholars, this is a must-read for students and professionals in strategic communication.

### **About the Author**

**W. Timothy Coombs** is Professor in the Nicholson School of Communication at the University of Central Florida. His books include the award-winning *Ongoing Crisis Communication* (2007) and *Code Red in the Boardroom* (2006). With Sherry J. Holladay, he is co-author of *Managing Corporate Social Responsibility* (Wiley-Blackwell, 2011) and *PR Strategy and Application* (Wiley-Blackwell, 2009) and co-editor of *The Handbook of Crisis Communication* (Wiley-Blackwell, 2010). He has worked with consulting firms in the U.S. and Europe on ways to improve crisis communication efforts for their clients.

**Sherry J. Holladay** is Professor in the Nicholson School of Communication at the University of Central Florida. She teaches courses in public relations and corporate communication and her research interests include corporate social responsibility, crisis communication, reputation management, activism, and stakeholder relations. Her work appears in the *Journal of Public Relations Research*, *Public Relations Review*, *Management Communication Quarterly*, *Journal of Communication Management*, and *International Journal of Strategic Communication*. With W. Timothy Coombs, she is co-author of *Managing Corporate*

*Responsibility* (Wiley-Blackwell, 2011) and *PR Strategies and Applications* (Wiley-Blackwell, 2009), and co-editor of *The Handbook of Crisis Communication* (Wiley-Blackwell, 2010).

## **Users Review**

### **From reader reviews:**

#### **Anthony McDonell:**

Here thing why this kind of It's Not Just PR: Public Relations in Society are different and reputable to be yours. First of all looking at a book is good but it really depends in the content of computer which is the content is as delicious as food or not. It's Not Just PR: Public Relations in Society giving you information deeper as different ways, you can find any reserve out there but there is no publication that similar with It's Not Just PR: Public Relations in Society. It gives you thrill looking at journey, its open up your own personal eyes about the thing that will happened in the world which is possibly can be happened around you. You can actually bring everywhere like in park, café, or even in your method home by train. In case you are having difficulties in bringing the paper book maybe the form of It's Not Just PR: Public Relations in Society in e-book can be your option.

#### **Karl Harms:**

Hey guys, do you would like to finds a new book to learn? May be the book with the headline It's Not Just PR: Public Relations in Society suitable to you? Often the book was written by well-known writer in this era. Typically the book untitled It's Not Just PR: Public Relations in Society is one of several books that will everyone read now. This particular book was inspired a lot of people in the world. When you read this e-book you will enter the new age that you ever know ahead of. The author explained their strategy in the simple way, therefore all of people can easily to recognise the core of this e-book. This book will give you a great deal of information about this world now. So you can see the represented of the world in this book.

#### **Dominic Loflin:**

You can spend your free time to learn this book this publication. This It's Not Just PR: Public Relations in Society is simple to deliver you can read it in the recreation area, in the beach, train in addition to soon. If you did not have much space to bring typically the printed book, you can buy typically the e-book. It is make you better to read it. You can save the particular book in your smart phone. So there are a lot of benefits that you will get when you buy this book.

#### **Jose Shepard:**

Beside this specific It's Not Just PR: Public Relations in Society in your phone, it could possibly give you a way to get nearer to the new knowledge or information. The information and the knowledge you will got here is fresh in the oven so don't be worry if you feel like an previous people live in narrow town. It is good thing to have It's Not Just PR: Public Relations in Society because this book offers to you personally readable information. Do you oftentimes have book but you do not get what it's about. Oh come on, that won't happen if you have this in your hand. The Enjoyable arrangement here cannot be questionable, such as

treasuring beautiful island. So do you still want to miss the idea? Find this book and read it from at this point!

**Download and Read Online It's Not Just PR: Public Relations in Society By W. Timothy Coombs, Sherry J. Holladay  
#N3ZL6PAMV0R**

## **Read It's Not Just PR: Public Relations in Society By W. Timothy Coombs, Sherry J. Holladay for online ebook**

It's Not Just PR: Public Relations in Society By W. Timothy Coombs, Sherry J. Holladay Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read It's Not Just PR: Public Relations in Society By W. Timothy Coombs, Sherry J. Holladay books to read online.

### **Online It's Not Just PR: Public Relations in Society By W. Timothy Coombs, Sherry J. Holladay ebook PDF download**

**It's Not Just PR: Public Relations in Society By W. Timothy Coombs, Sherry J. Holladay Doc**

**It's Not Just PR: Public Relations in Society By W. Timothy Coombs, Sherry J. Holladay Mobipocket**

**It's Not Just PR: Public Relations in Society By W. Timothy Coombs, Sherry J. Holladay EPub**

**N3ZL6PAMV0R: It's Not Just PR: Public Relations in Society By W. Timothy Coombs, Sherry J. Holladay**