



Public Relations: Concepts, Practice and Critique

By Jacquie L'Etang

SAGE Publications Ltd. Paperback. Book Condition: new. BRAND NEW, Public Relations: Concepts, Practice and Critique, Jacquie L'Etang, 'L'Etang reinvents the textbook genre in form and content while simultaneously investing it with elan and serious fun in a reflective and theoretically informed fashion. Extending beyond the usual bounds of insularity, this text is designed to encourage critical thought in students and improve practice in workplaces. A refreshing read that is consistently inventive enough to attain both aims' - Dr David McKie, Professor of Management Communication, Waikato Management School 'Jacquie L'Etang's Public Relations: Theories, Practices and Critiques at long last fills a void in the landscape of text books on public relations theory and practice. This book is of immense value for students embarking on a public relations programme of study at the undergraduate or postgraduate level. The book's core strength is that it develops critical thinking skills while exposing interdisciplinary approaches and providing a very solid foundation for lively debate and further study' - Julia Jahansoozi, Lancashire Business School, University of Central Lancashire This book introduces students to key concepts in public relations, using a wide range of interdisciplinary sources, as well as teaching students how to think critically about public relations....

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