



Creativity in Public Relations (PR in Practice)

By Andy Green

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Creative input is inevitably required of the PR practitioner, and yet many PR practitioners lack a real understanding of the creative process. *Creativity in Public Relations* addresses this situation. It guides the reader through a range of techniques and tips for generating creative ideas, as described by the "five I's" of the creative process: information, incubation, illumination, integration and illustration. Among the topics it explores are: techniques for stimulating ideas, ways to evaluate ideas, obstacles to creativity, the creative individual, and the creative organization. It includes practical examples and research carried out by those in the PR industry who are regarded as creative by their peers. By clearly establishing a definition of "creativity," this book will help PR practitioners use the creative process to greater effect in their work.

The fourth edition of this popular title includes new case studies and updates on the increasing importance of social media in public relations.

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Creativity in Public Relations (PR in Practice) By Andy Green Bibliography

- Rank: #3531627 in Books
- Brand: Brand: Kogan Page
- Published on: 2010-01-01
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .76" w x 6.00" l, 1.10 pounds
- Binding: Paperback
- 256 pages

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Editorial Review

Review

"[A] must for any business's PR department." - *Midwest Book Review*

From the Publisher

Andy Green has run his own public relations and marketing consultancy in Wakefield for the last five years. He has some 18 years experience in the public relations profession spanning both in-house in the public sector, and in consultancy. he is a former chairman of the Institute of Public Relations' Yorkshire Group.

About the Author

Andy Green runs his own public relations and marketing consulting firm. He teaches courses on creativity for many leading organizations. He is also the author of *Effective Personal Communication Skills for Public Relations*.

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