



Planning and Managing Public Relations Campaigns: A Strategic Approach (PR in Practice)

By Anne Gregory

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Getting a public relations campaign or program off the ground can seem an overwhelming task. But, as with any project, the secret of success lies in good planning and effective management. This fully updated fourth edition of *Planning and Managing Public Relations Campaigns* provides a revised and more dynamic 12-step planning model to help all practitioners implement and run a campaign. With new coverage of key social media developments and using new case studies, Anne Gregory covers vital topics including: the role of PR in organizations; the importance of context; research and analysis; communication theory; setting objectives; publics and content; strategy and tactics; timescales and resources; evaluation and review.

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Review

"A complete, comprehensive, up to date, and thoroughly 'user friendly' course of instruction under one cover, *"Planning and Managing Public Relations Campaigns: A Strategic Approach"* is very highly recommended for professional, corporate community, and academic library collections." (Reviewer's Bookwatch, Logan's Bookshelf *Midwest Book Review*)

About the Author

Professor Anne Gregory is a professor of public relations and a leading international academic. She is Director of the Centre for Public Relations Studies in the Faculty of Business and Law at Leeds Metropolitan University. Before becoming an academic, Gregory spent many years in public relations practice and has experience at a senior level both in-house and in consulting. She remains involved in consulting work and is a board-level advisor to a number of large organizations. She is also the series editor for the PR in Practice books and author of *Public Relations in Practice* in this series (Kogan Page).

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