

Public relations theory and practice (1415)

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47 items

Library resources note (1 items)

This list includes the essential readings. Further resources are listed in your course handbook/Moodle area for this unit. These further reading may not be available from MMU Libraries, but library staff are able to recommend suitable alternatives. Please ask at our help desk for advice.

Items for purchase (3 items)

Exploring public relations, by Tench, Ralph; Yeomans, Liz

[Book](#) | [Items for purchase](#)

Effective media relations: how to get results, by Bland, Michael; Theaker, Alison; Wragg, David W.; Chartered Institute of Public Relations, 2005

[Book](#) | [Items for purchase](#) | ELECTRONIC (2ND EDITION)

Public relations in practice, by Gregory, Anne; Institute of Public Relations (Great Britain), 2003

[Book](#) | [Items for purchase](#)

Essential reading (28 items)

Effective media relations, by Bland, Michael; Theaker, Alison; Wragg, David; NetLibrary, Inc; Institute of Public Relations (Great Britain), c2000

[Book](#) | [Essential reading](#) | ELECTRONIC

Public relations and the social web: how to use social media and Web 2.0 in communications, by Brown, Rob; MyiLibrary, 2009

[Book](#) | [Essential reading](#) | ELECTRONIC

Writing skills for public relations: style and technique for mainstream and social media, by Foster, John, 2012

[Book](#) | [Essential reading](#) | ELECTRONIC

Planning and managing public relations campaigns: a strategic approach, by Gregory, Anne; Chartered Institute of Public Relations, 2010

[Book](#) | [Essential reading](#) | ELECTRONIC

Public relations strategy, by Oliver, Sandra, 2007

[Book](#) | [Essential reading](#) | ELECTRONIC (2001 ED)

Ethics in public relations: a guide to best practice, by Parsons, Patricia; Chartered Institute of Public Relations; CIPR, 2008

[Book](#) | [Essential reading](#) | ELECTRONIC

Risk issues and crisis management in public relations: a casebook of best practice, by Regester, Michael; Larkin, Judy; Regester, Michael, 2008

[Book](#) | [Essential reading](#) | ELECTRONIC

Exploring public relations, by Tench, Ralph; Yeomans, Liz, 2009

[Book](#) | [Essential reading](#) | ELECTRONIC

The public relations handbook, by Theaker, Alison, 2004

[Book](#) | [Essential reading](#) | ELECTRONIC

The public relations strategic toolkit: an essential guide to successful public relations practice, by Theaker, Alison; Yaxley, Heather, 2012

[Book](#) | [Essential reading](#) | ELECTRONIC

Introduction to public relations, by Wolstenholme, Sue

[Book](#) | [Essential reading](#) | ELECTRONIC

Public relations cases: international perspectives, by Moss, Danny; Powell, Melanie; DeSanto, Barbara, 2010

[Book](#) | [Essential reading](#) | ELECTRONIC

Public relations theory, by Botan, Carl H.; Hazleton, Vincent, 1989

[Book](#) | [Essential reading](#)

Creativity in public relations, by Green, Andy, 2007

[Book](#) | [Essential reading](#)

A first look at communication theory, by Griffin, Emory A., 2012

[Book](#) | [Essential reading](#)

Public relations techniques, by Hunt, Todd; Grunig, James E., c1994

[Book](#) | [Essential reading](#)

Managing public relations, by Grunig, James E.; Hunt, Todd, c1984

[Book](#) | [Essential reading](#)

Excellence in public relations and communication management, by Grunig, James E., 1992

[Book](#) | [Essential reading](#)

Public relations: an introduction, by Harrison, Shirley, 2000

[Book](#) | [Essential reading](#)

Handbook of public relations, by Heath, Robert L.; Vasquez, Gabriel, c2001

[Book](#) | [Essential reading](#)

Public relations: principles and practice, by Kitchen, Philip J., 1997

[Book](#) | Essential reading

Public relations: critical debates and contemporary practice, by Jacquie L'Etang; Magda Pieczka, 2006

[Book](#) | Essential reading | ELECTRONIC

Public relations: concepts, practice and critique, by L'Etang, Jacquie, c2008

[Book](#) | Essential reading

Public relations in practice: a casebook, by Moss, Danny, 1990

[Book](#) | Essential reading

Public relations cases: international perspectives, by Moss, Danny; DeSanto, Barbara, 2000

[Book](#) | Essential reading

Evaluating public relations: a best practice guide to public relations planning, research & evaluation, by Watson, Tom; Noble, Paul, 2007

[Book](#) | Essential reading

How to understand and manage public relations: a jargon-free guide to public relations management, by White, Jon, 1991

[Book](#) | Essential reading

Using communication theory: an introduction to planned communication, by Windahl, Swen; Signitzer, Benno; Olson, Jean T., c2009

[Book](#) | Essential reading

JOURNALS (8 items)

Journal of public relations research

[Journal](#) | ELECTRONIC

Public relations review

[Journal](#) | ELECTRONIC

Corporate Communications

[Journal](#) | ELECTRONIC

Corporate reputation review

[Journal](#) | ELECTRONIC

European Journal of Marketing

[Journal](#) | ELECTRONIC

Journal of marketing communications

[Journal](#) | ELECTRONIC

Journal of marketing management

[Journal](#) | ELECTRONIC

Journal of public affairs[Journal](#) | ELECTRONIC**WEB RESOURCES** (7 items)

Chartered Institute of Public Relations | CIPR[Website](#) | ELECTRONIC

Public Relations Consultants Association[Website](#) | ELECTRONIC

AEJMC[Website](#) | ELECTRONIC

Prolific North - News, opinion and events for media in the North[Website](#) | ELECTRONIC

PR, public relations & communications news, opinion & analysis | PRWeek UK[Website](#) | ELECTRONIC

BBC - Media Centre - Latest News[Webpage](#) | ELECTRONIC

Public Relations PR Agencies and Media Relations Consultants - alphabetical listings[Webpage](#) | ELECTRONIC