

# Public relations theory and practice (1516)

[View Online](#)

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47 items

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## Library resources note (1 items)

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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.

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## Items for purchase (3 items)

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

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

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**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)

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

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

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## Essential reading (28 items)

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

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

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**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

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

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

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

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

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**Public relations strategy**, by Oliver, Sandra, 2007

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

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

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

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**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

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

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

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**The public relations handbook**, by Theaker, Alison, 2004

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

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

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

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**Introduction to public relations**, by Wolstenholme, Sue

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

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

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

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

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

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**Creativity in public relations**, by Green, Andy, 2007

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

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

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

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

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

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

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

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

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

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

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

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

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

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

[Book](#) | Essential reading

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

[Book](#) | Essential reading

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

[Book](#) | Essential reading

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

[Book](#) | Essential reading

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

[Book](#) | Essential reading

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

[Book](#) | Essential reading

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

[Book](#) | Essential reading

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

[Book](#) | Essential reading

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## JOURNALS (8 items)

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**Journal of public relations research**

[Journal](#) | ELECTRONIC

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**Public relations review**

[Journal](#) | ELECTRONIC

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**Corporate Communications**

[Journal](#) | ELECTRONIC

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**Corporate reputation review**

[Journal](#) | ELECTRONIC

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**European Journal of Marketing**

[Journal](#) | ELECTRONIC

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**Journal of marketing communications**

[Journal](#) | ELECTRONIC

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**Journal of marketing management**

[Journal](#) | ELECTRONIC

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Journal of public affairs

Journal | ELECTRONIC

## WEB RESOURCES (7 items)

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Chartered Institute of Public Relations | CIPR

Website | ELECTRONIC

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Public Relations Consultants Association

Website | ELECTRONIC

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AEJMC

Website | ELECTRONIC

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Prolific North - News, opinion and events for media in the North

Website | ELECTRONIC

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PR, public relations & communications news, opinion & analysis | PRWeek UK

Website | ELECTRONIC

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BBC - Media Centre - Latest News

Webpage | ELECTRONIC

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Public Relations PR Agencies and Media Relations Consultants - alphabetical listings

Webpage | ELECTRONIC