

Public Relations Theory, Strategy and Planning (1617)

[View Online](#)

131 items

Items for purchase (3 items)

You don't HAVE to buy these as two of them are available as e-books - but you might like to have your own copy.

Exploring public relations: global strategic communication, by Ralph Tench; Liz Yeomans, 2017

[Book](#) | Items for purchase

Public relations: a managerial perspective, by Barbara DeSanto; Danny Moss, 2011

[Book](#) | Items for purchase

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

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

Essential reading (16 items)

These are the books which unit tutors regard as KEY sources, although not all of them may be available as e-books.

Planning and managing public relations campaigns: a strategic approach, by Anne Gregory, 2015

[Book](#) | Essential reading

Cutlip and Center's effective public relations, by Glen M. Broom; Bey-Ling Sha; Sunanda Seshadrinathan, c2013

[Book](#) | Essential reading

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

[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 James E. Grunig; IABC Research Foundation, 1992

[Book](#) | Essential reading

Excellent public relations and effective organizations: a study of communication management in three countries, by Grunig, Larissa A.; Grunig, James E.; Dozier, David M., 2002

[Book](#) | Essential reading

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

[Book](#) | Essential reading

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 Danny Moss; Melanie Powell; Barbara DeSanto, 2010

[Book](#) | Essential reading

Public relations research: an international perspective, by Moss, Danny; MacManus, Toby; Verc

ic

, Dejan, 1997

[Book](#) | Essential reading

Perspectives on public relations research, by Moss, Danny;

Verc

ic

, Dejan; Warnaby, Gary, 2000

[Book](#) | Essential reading

Public relations as relationship management: a relational approach to the study and practice of public relations, by Eyun-Jung Ki; Jeong-Nam Kim; John A. Ledingham, 2015

[Book](#) | Essential reading

Strategic public relations management: planning and managing effective communication programs, by Erica Weintraub Austin; Bruce E. Pinkleton, 2015

[Book](#) | Essential reading

Evaluating public relations: a guide to planning, research and measurement, by Tom Watson; Paul Noble, 2014

[Book](#)

Further Reading / ebooks (45 items)

These are additional books which will be useful to support assessments in particular topics and further reading for dissertation research. We have prioritised sources available as e-books, although additional important texts available in print only are also included.

Strategic public relations management: planning and managing effective communication programs, by Erica Weintraub Austin; Bruce E. Pinkleton, 2015

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

Mixed media: moral distinctions in advertising, public relations, and journalism, by Thomas H. Bivins, 2009

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

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

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

Corporate reputation and competitiveness, by Davies, Gary, 2003

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

Public relations, activism, and social change: speaking up, by Kristin Demetrious, 2013

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

Global public relations: spanning borders, spanning cultures, by Freitag, Alan; Stokes, Ashli Quesinberry, 2009

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

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

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

Strategic public relations leadership, by Anne Gregory; Paul A. Willis, 2013

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

Exploring strategy: text only, by Gerry Johnson, 2014

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

Public relations as relationship management: a relational approach to the study and practice of public relations, by Ledingham, John A.; Bruning, Stephen D.; NetLibrary, Inc, 2000

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

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

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

Corporate strategy, by Richard L. Lynch; Dawsonera, 2006

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

Global public relations: spanning borders, spanning cultures, by Alan Freitag; Ashli Quesinberry Stokes, 2009

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

Rethinking public relations: the spin and the substance, by Moloney, Kevin; NetLibrary, Inc, 2000

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

PR--a persuasive industry?: spin, public relations, and the shaping of the modern media, by Morris, Trevor; Goldsworthy, Simon; MyiLibrary, 2008

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

Public relations for the New Europe, by Morris, Trevor; Goldsworthy, Simon, 2008

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

Public relations strategy, by Sandra Oliver; Chartered Institute of Public Relations, 2010

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

Public relations strategy, by Sandra Oliver, 2007

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

Ethics in public relations: a guide to best practice, by Parsons, Patricia J., 2008

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

The dynamics of persuasion: communication and attitudes in the 21st century, by Perloff, Richard M.; NetLibrary, Inc, 2003

[Book](#) | [Further reading](#) | ELECTRONIC Contains reading Chapter 5 "Processing persuasive communications"

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

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

The public relations handbook, by Alison Theaker, 2016

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

Strategic planning for public relations, by Ronald D. Smith, 2013

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

The global public relations handbook: theory, research, and practice, by Sriramesh, Krishnamurthy; Vercic, Dejan, 2009

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

The public relations strategic toolkit: an essential guide to successful public relations practice, by Theaker, Alison; Yaxley, Heather, 2013

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

Introduction to public relations, by Wolstenholme, Sue

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

Digitised Material (19 items)

Models of Public Relations and Communication - in Excellence in public relations and communication management, by James E. Grunig; Larissa A. Grunig, 1992

[Chapter](#) | [Further reading](#) | DIGITISED

Persuasion and Public Relations: Two "Ps" in a Pod - in Public relations theory, by Gerald R. Miller, 1989

[Chapter](#) | [Further reading](#) | DIGITISED

Identifying Organizational Linkages to Publics - in Managing public relations, by James E. Grunig; Todd Hunt, c1984

[Chapter](#) | [Further reading](#) | [DIGITISED](#)

Two Way Symmetrical Public Relations - in Handbook of public relations, by James E. Grunig, 2001

[Chapter](#)

The Role of Public Relations in Organisations - in Public relations: principles and practice, by Gary Warnaby; Danny Moss, 1997

[Chapter](#)

The Sender/Communicator - in Using communication theory: an introduction to planned communication, by Sven Windahl; Benno Signitzer; Jean T. Olsen, 2009

[Chapter](#)

The Theoretical Framework - in Public relations: an introduction, by Shirley Harrison, 2000

[Chapter](#)

The Media - in Theories of human communication, by Stephen W. Littlejohn; Karen A. Foss, 2008

[Chapter](#)

Theory of Media and Society - in McQuail's mass communication theory, by Dennis McQuail, 2010

[Chapter](#)

The Elaboration Likelihood Model of Persuasive Communication - in Marketing communications: principles and practice, by Mark Gabbott; Val Clulow, 1999

[Chapter](#)

Persuasion and Public Relations: Two "Ps" in a Pod - in Public relations theory, by Gerald R. Miller, 1989

[Chapter](#)

Structuring Messages and Appeals - in Persuasive communication, by Erwin P. Bettinghaus; Michael J. Cody, 1994

[Chapter](#)

Public Relations and Rhetoric - in Critical perspectives in public relations, by Jacquie L'Etang, 1996

[Chapter](#)

Identifying Organizational Linkages to Publics - in Managing public relations, by James E. Grunig; Todd Hunt, 1984

[Chapter](#)

Strategy-Making and Planning in the Communications Context - in Public relations: a managerial perspective, by Danny Moss, 2011

[Chapter](#)

The Role of Persuasion in Integrated Marketing Communications - in Integrated marketing communications in advertising and promotion, by Terence A. Shimp; J. Craig Andrews, 2013

[Chapter](#)

The Art of Reflection - in Skills for success: personal development and employability, by Stella Cottrell, 2015

[Chapter](#)

Marketing and Public Relations: The Relationship Revisited - in Journal of marketing communications, by Philip J. Kitchen; Danny Moss, 1995

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

Assessing the International Environment - in Strategic management: a methodological approach, by Alan J. Rowe, 1994

[Chapter](#)

Further reading - additional sources (36 items)

The materials in this section are additional sources which you might like to dip into when researching specialist topics. Many of them are available as print resources only.

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

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

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

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

Using research in public relations: applications to program management, by Broom, Glen M.; Dozier, David M., c1990

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

Corporate communications: theory and practice, by Joep Cornelissen, 2004

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

Public relations inquiry as rhetorical criticism: case studies of corporate discourse and social influence, by Elwood, William N., 1995

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

Introduction to communication studies, by John Fiske, 2011

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

Creativity in public relations, by Green, Andy, 2007

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

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

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

Public relations research annual, by Grunig, James E.; Grunig, Larissa A., c1989

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

Public relations research annual, by Grunig, Larissa A.; Grunig, James E., 1990

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

Public relations research annual, by Grunig, Larissa; Grunig, James E., 1991

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

Public relations: an introduction, by Shirley Harrison, 2000

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

Issues management: corporate public policymaking in an information society, by Heath, Robert L.; Nelson, Richard Alan, c1986

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

Strategic issues management: organizations and public policy challenges, by Robert L. Heath; Michael J. Palenchar, ©2009

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

The corporate image: strategies for effective identity programmes, by Ind, Nicholas, 1992

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

The corporate brand, by Ind, Nicholas, 1997

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

Planned press and public relations, by Jefkins, Frank, 1993

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

Critical perspectives in public relations, by L'Etang, Jacquie; Pieczka, Magda, 1996

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

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

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

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

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

Public relations in Britain: a history of professional practice in the 20th century, by Jacquie L'Etang, 2004

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

Case studies in organizational communication: ethical perspectives and practices, by Steve May, 2013

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

McQuail's mass communication theory, by McQuail, Denis, c2010

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

Global sources: international bibliography of public relations : articles and books published in English since 1990, by Moss, Danny; Newman, Andrew; Graham, Rosemary; Maslen, Kay

, 1996

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

Corporate identity: making business strategy visible through design, by Olins, Wally, c1989

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

Public relations: what research tells us, by Pavlik, John V., c1987

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

Online public relations: a practical guide to developing an online strategy in the world of social media, by David Phillips; Philip Young; Chartered Institute of Public Relations, 2009

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

Public opinion, by Price, Vincent, 1992

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

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

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

The practice of public relations, by Howard, Wilfred; CAM Foundation; Institute of Marketing, 1988

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

The expressive organization: linking identity, reputation, and the corporate brand, by Schultz, Majken; Hatch, Mary Jo; Larsen, Mogens Holten, 2000

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

Rhetorical and critical approaches to public relations, by Toth, Elizabeth L.; Heath, Robert L., c1992

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

Evaluating public relations: a guide to planning, research and measurement, by Tom Watson; Paul Noble, 2014

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

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

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

Understanding Media Theory - in Understanding Media Theory

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

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

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

Journals (24 items)

Journal of public relations research[Journal](#) | [Further reading](#) | ELECTRONIC

Public relations review[Journal](#) | [Further reading](#) | ELECTRONIC

Corporate reputation review[Journal](#) | [Further reading](#) | ELECTRONIC

European journal of marketing[Journal](#) | [Further reading](#) | ELECTRONIC

Journal of marketing communications[Journal](#) | [Further reading](#) | ELECTRONIC

Journal of public affairs[Journal](#) | [Further reading](#) | ELECTRONIC

Crafting a Damage Control Plan: Lessons from Perrier - in Journal of Business Strategy, by Gary Kurzbard; George J. Siomkos, 1992

[Article](#) | [Further reading](#)

How to Manage a Crisis Before -- or Whenever -- It Hits. - in How to Manage a Crisis Before -- or Whenever -- It Hits., by González-Herrero, Alfonso

[Article](#) | [Further reading](#)

TOWARD A THEORY OF STAKEHOLDER IDENTIFICATION AND SALIENCE: DEFINING THE PRINCIPLE OF WHO AND WHAT REALLY COUNTS. - in Academy of Management Review, by R. K. Mitchell; B. R. Agle; D. J. Wood, 1997-10-01

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

Image and substance: From symbolic to behavioral relationships - in Public Relations Review, by James E Grunig, 1993

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

Furnishing the Edifice: Ongoing Research on Public Relations As a Strategic Management Function - in Journal of Public Relations Research, by James E. Grunig, 2006-04

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

The Rise of the PR Industry in Britain, 1979-98 - in European Journal of Communication, by D. Miller; W. Dinan, 2000-03-01

[Article](#) | [Further reading](#)

International public relations: A framework for future research - in Journal of Communication Management, by Krishnamurthy Sriramesh; Dejan Vercic, 2001

[Article](#) | [Further reading](#)

Reconsidering public relations models - in Public Relations Review, by Greg Leichty; Jeff Springston, 1993

[Article](#) | [Further reading](#)

Re-examining the manager's role in public relations: What management and public relations research teaches us - in Journal of Communication Management, by Danny Moss; Rob Green, 2001

[Article](#) | [Further reading](#)

International public relations: Critique and reformulation - in Public Relations Review, by Carl Botan, 1992

[Article](#) | [Further reading](#)

Trends in public relations roles: 1990-1995 - in Public Relations Review, by Elizabeth L. Toth; Shirley A. Serini; Donald K. Wright; Arthur G. Emig, 1998-6

[Article](#) | [Further reading](#)

Competencies of senior communication practitioners in the UK: An initial study - in Public Relations Review, by Anne Gregory, 2008-9

[Article](#) | [Further reading](#)

Measuring and managing stakeholder relations - in Journal of Communication Management, by Thomas Clarke, 1998

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

Building an Understanding of the Main Elements of Management in the Communication/Public Relations Context. A Study of U.S. Practitioners' Practices - in Journalism & mass communication quarterly, by B DeSanto; D Moss; A Newman, 2007

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

Rediscovering what PR managers do: Rethinking the measurement of managerial behaviour in the public relations context - in Journal of Communication Management, by Barbara DeSanto; Danny Moss, 2005

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

Public Relations Practitioner Role Enactment at the Senior Management Level Within UK Companies. - in Public Relations Practitioner Role Enactment at the Senior Management Level Within UK Companies., by Moss, Danny, 2000

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

What do Communication Managers do? Defining and Refining the Core Elements of Management in a Public Relations/Corporate Communication Context - in Journalism & mass communication quarterly, by D. Moss; B. DeSanto; A. Newman, 2005

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

A First Look for Parameters of Public Relations in Europe. - in A First Look for Parameters of Public Relations in Europe., by Van Ruler, Betteke, 2004

[Article](#) | [Further reading](#)

Web Resources (7 items)

Chartered Institute of Public Relations | CIPR

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

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

AEJMC[Website](#) | Further reading | ELECTRONIC

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

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

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

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