



# Public Relations Practices: Managerial Case Studies and Problems (7th Edition)

*Allen H. Center, Patrick Jackson, Stacey Smith, Frank Stansberry*

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Written by two of the most respected and honored individuals in the field, this definitive casebook of actual real-life public relations situations serves as a reference and guidebook for helping public relations professionals apply effective, cutting-edge public relations theories, principles, and practices to a wide variety of situations --involving all types and sizes of organizations.

Features actual, real-life cases on each aspect of public relations --employee relations, media relations, community relations, issues, crises, investor relations, consumer relations and ethics. Some cases end favorable for the organization involved, some end in failure, and others are unresolved. Provides comprehensive introductions to each series of cases. Stresses the importance and necessity of combining all public relations actions with both personal and professional ethics in behavior -- as outlined by the *Declaration of Principles of PRSA's Code of Ethics*.

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