

Rapid changes in technology are having a major impact on the way businesses choose to reach their audience. As a result, an increasing number of people need a better understanding of modern PR and how its principles can underpin effective business management. Keeping track of the best PR practices, as well as the new communications channels that arise can be overwhelming for professionals new to the PR function. With practical advice and solutions, The PR Professionals Handbook is a complete introductory text that provides a full breakdown of the skills required in communications, including briefing, listening, questioning, writing, selling and presenting. Highlighting international case studies throughout the text, Black offers a fresh interpretation of the basics, combined with the latest information on technology and social media.

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