



# Public Relations: From Theory to Practice

By Tricia Hansen-Horn, Bonita Dostal Neff

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**Public Relations: From Theory to Practice** By Tricia Hansen-Horn, Bonita Dostal Neff

***Public Relations: From Theory to Practice* provides a solid theoretical foundation for the public relations field through a unique theory-to-practice presentation and a variety of case study contexts.**

This practical book examines a range of theories—from functional, cultural, rhetorical, and critical to feminist, postmodern, and alternative—in a variety of contexts compiled from the submissions of nearly thirty professors. As the only current "theory-focused" public relations book published for a U.S. globally connected audience, this book offers what has long been absent in the field—a comprehensive examination of public relations theory as practiced. *Public Relations: From Theory to Practice* presents theories in conjunction with case study applications that relate directly to the theory. These case studies, taken from diverse contexts, help the reader make connections between theories and their application in the real world. Reflective questions guide the reader through the nuances of this connection.

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## **Editorial Review**

From the Back Cover

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### **Features:**

- Unique **theory to practice** (case studies and reflective questions) presentation focuses on the key areas of public relations concern: organizational, interpersonal, management, social constructionist, rhetorical, technological and ethical communication.
- **Case studies** follow ample sections on theory in each chapter and demonstrate how theories apply in real world contexts.
- **Reflective questions** guide the discussion, point out unique features of theories as implemented in the case studies, and provide a more advanced look at the theory-to-practice connection.

## **Users Review**

### **From reader reviews:**

#### **Clifford Walsh:**

Book is to be different for every single grade. Book for children right up until adult are different content. As you may know that book is very important usually. The book *Public Relations: From Theory to Practice* ended up being making you to know about other know-how and of course you can take more information. It is very advantages for you. The book *Public Relations: From Theory to Practice* is not only giving you much more new information but also to be your friend when you experience bored. You can spend your personal spend time to read your guide. Try to make relationship with all the book *Public Relations: From Theory to Practice*. You never sense lose out for everything in the event you read some books.

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