



Public Relations: From Theory to Practice

By *Tricia Hansen-Horn, Bonita Dostal Neff*

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***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:

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Tyler Dean:

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