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". . . it offers a fresh, engaging approach to public relations that appropriately emphasizes the importance of strategy in the day-to-day operations. This textbook uses real-world examples to illuminate a complex and rich field."

"Finally, here's a textbook with a new and refreshing direction that recognizes the dynamics of reaching the audience has changed forever 'Order a desk copy, you'll like it!'"

"This text is definitely one of the best I've seen in my two-decade career teaching public relations courses. It insightfully interprets the field's history, including interesting details not generally covered in other texts--it accurately documents current practice and sets forth a model that promises to be a viable framework for PR's very bright future. The fact that the author has extensive academic and professional experience makes this text both interesting and highly useful in order to prepare students for the field."

About the Author

Barbara Diggs-Brown is a communication strategist with more than 25 years of communication experience, specializing in strategic planning, social marketing strategies, qualitative research, integrated communication, and media relations. She is a prominent national researcher on the development of effective social marketing and communication campaigns as tools to address social change issues, including education, race, and health. As senior social marketing counsel and strategist, Diggs-Brown has designed, conducted, and reported qualitative research for a number of government, foundation, and nonprofit clients. As a communication counsel, she advises communication directors of large and small organizations on planning, qualitative research, audience segmentation, message development, and management. Diggs-Brown is President and CEO of The Center for Strategic Research and Communication, a 501(c)(3) organization. She frequently lectures and writes on race in the media and is coauthor of a critically acclaimed analysis of race relations in the United States, **BY THE COLOR OF OUR SKIN: THE ILLUSION OF**

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With nearly thirty years of experience as both a public relations teacher and practitioner, Barbara Diggs-Brown has written a text based on her unwavering belief that the practice of effective public relations today requires strategic thinking and audience focus, which can only be accomplished by listening and hearing audiences through formative, process, and evaluative research. In addition to highlighting audience-focused principles and techniques of audience research and recurring assessment, STRATEGIC PUBLIC RELATIONS: AN AUDIENCE-FOCUSED APPROACH is based on the premise that public relations is a management function, one coordinated with an organization's other management divisions. Intended for undergraduate courses in PR, serving both majors in the field and nonmajors, this text provides a comprehensive survey of PR's foundations, processes, tactics, and contexts.

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