

BOOK REVIEW

**Public Relations-The Profession and the Practice (Third Edition)**

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Public Relations is practiced in organizations that range from Giant, multi-national telecommunications companies to small human service agencies and fledgling social movement organizations. Attempts to define Public Relations as a professional field and academic discipline are many and varied. This book “Public Relations –The Profession and the practice” is one such commendable attempt at establishing a broad, comprehensive, realistic and almost accurate description of the Public Relation Function.

Today, as the profession of Public Relations continues to emerge as a major force to reckon with, in the global society, the practice of public relations is seeing revolutionary changes, as new, interactive media and instantaneous communication possibilities increase rapidly each year. Therefore, the PR professionals must bring to their expansive role not only the traditional Communication Skills but also the skill of research and strategic planning of PR programs. This book, with its typical lucid yet spontaneous style provides an ample insight into the trusted and tested older tools of communication as well as the new innovative and interactive tools of social media. Apart from providing communication expertise to the PR practitioners, this book is also a successful tool in enhancing the social sensitivity necessary to enable organizations to adapt to the changing environment.

This book provides additional information on understanding public opinion, strategic planning for PR effectiveness, employee communication and Corporate PR. These Chapters facilitate

deeper understanding of the issues by going beyond the text into case-studies, discussion and other related activities. The chapter on crisis management is especially handy to the user since it provides many long term quick-fixes to handle some of the pressing Public Relations issues. The mini cases on Chinese imported toys highlight the global perspective to the study.

Many chapters first cover the functional aspects on PR and then provide a peep into the practical dimension to the theory. Right from its inception, through the first second and third edition, a commendable feature of these series has been its multidisciplinary approach. By drawing on the experience of journalism, business, psychology and communication professionals the book has been successful in presenting a comprehensive and inclusive overview of PR.

The carefully graded and updated sections of the book with its easy-to-read, personal style ensures thorough understanding of the concept. Another characteristic of the book is the opening preview to each chapter which engages the students in real life PR situation. The integrated case-studies further facilitates a deeper understanding of the underlying concept.

While dealing with the core issues of the process that underlines PR and evaluating the emerging trends of profession, this book becomes an invaluable tool for successful practice today and in future. By providing the tools and knowledge which reflect the reality of PR, the book stands out as an all time point of reference. Each case-study, by providing a mock campaign encourages the learner to design similar campaigns. I recommend this book to students of B schools, consultants and, other practicing professionals as a 'Must Read' because its approach and pedagogy reflect a solid PR Base.