

SOUL - Six October University Library
Faculty of Media and mass comm - Public Relation

#	Title	Author	Call No	Copies	Date Published
1	Alpha dogs : the Americans who turned political spin into a global business /	Harding, James, 1969-	324.7092273 H A	1	2008
2	Effective public relations	Cutlip, Scott M.	659.2 C E	1	2000
3	Effective public relations	Cutlip, Scott M.	659.2 C E	1	2006
4	Ethics in public relations : responsible advocacy /	Fitzpatrick , Kathy	174.96592 F E	1	2006
5	Exploring public relations	Tench, Ralph	659.2 T E	1	2009
6	Getting lead-bottomed administrators excited about school library media centers	Snyder, Timothy, 1949-	027.8 T.G	1	2000
7	International public relations : negotiating culture, identity, and power /	Curtin, Patricia A. (Patricia Ann), 1955-	659.2	2	2007
8	Introduction to marketing, advertising and public relations	Jefkins, Frank William.	659 J.I	1	1982
9	Introduction to marketing of library and information services	Chandraiah, I.	025.1 CI	1	2009
10	journalism , advertisement and public relations	Bisht, M .S	659.1905 B J	1	2011
11	Key concepts in public relations	Franklin, Bob	659.2 FK	1	2009
12	The manual of museum learning	Lord, Barry	069.15 L M	1	2007
13	The Marketer's guide to public relations : how today's top companies are using the new PR to gain a competitive edge /	Harris, Thomas L., 1931-	659.2 HM	1	1991
14	The Marketer's guide to public relations in the 21st century	Harris, Thomas L., 1931-	659.2 H M	1	2006
15	Media and public relations	Singh, J.K	659.2 S M	1	2007
16	Online public relations : a practical guide to developing an online strategy in the world of social media /	Phillips, David, 1945 .	659.2028546 78 P O	1	2009
17	The politics of marketing the Labour Party	Wring, Dominic, 1968-	324.2410709 W P	1	2005
18	Power public relations : how to get PR to work for you /	Saffir, Leonard.	659.2 S P	1	1992
19	The Practice of public relations	Wilfred Howard.,.	659.2 H P	2	1988
20	Public relations : a values-driven approach /	Guth, David.	659.2 GP	1	2006
21	Public relations cases	Hendrix, Jerry A.	659.2 H P	1	2007
22	Public relations : concepts, practice and critique /	L'Etang, Jacquie.	659.2 L P	1	2008
23	Public relations metrics : research and evaluation /	Ruler, Betteke van, 1948-	659.2072 R P	1	2008
24	Public Relations : the profession and the practice /	Baskin, Otis W.	659.2 B P	1	1997
25	Public relations writing : an issue-driven behavioral approach /	Tucker, Kerry, 1947-	659.2 T P	1	1997
26	Public relations writing and media techniques	Wilcox, Dennis L.	659.2 WP	1	1995
27	Public relations writing : form and style /	Newsom, Doug.	659.2 N P	1	2011
28	Public relations writing : form & style /	Newsom, Doug.	659.2 NP	1	2008
29	Public relations writing : form & style /	Newsom, Doug.	659.2 N P	4	2008
30	The Publicity handbook	Yale, David R.	659 YP	2	1991
31	PublicRelations : an introduction /	Harrison, Shirley, 1949-	659.2 H.P	1	1995
32	Qualitative research methods in public relations and marketing communications	Daymon, Christine, 1952-	659.2072 DQ	1	2002

SOUL - Six October University Library
Faculty of Media and mass comm - Public Relation

#	Title	Author	Call No	Copies	Date Published
33	TheManagement And PracticeOf PublicRelations	Stone, Norman, 1926-	659.2 SM	1	1995