



PR Today: The Authoritative Guide to Public Relations

By Trevor Morris, Simon Goldsworthy

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A comprehensive textbook, from an established and high profile author team, which offers full coverage of PR theory and strategies, but also gives very practical guidance for anyone in a PR role. The broad coverage tackles the tough issues in the industry, and international case studies are used to demonstrate real-world scenarios.

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Editorial Review

Review

"If you read just one book on PR, read this. In an industry full of self-important bogus theory and pretension, Morris and Goldsworthy tell it how it really is. Worth more than any number of lectures. Buy it."--Francis Ingham, Director General, The Public Relations Consultants Association (PRCA)

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"PR advice from an expert academic is a great grounding for a career. Advice from someone who has been at the top of the industry is the best way of building your career. This book brings both together. It's a winning combination and well worth the money."--Paul Mylrea, Head of Press & Media Relations, BBC and President Elect, Chartered Institute for Public Relations

"An opinionated textbook with an authentic voice; this book is an indispensable primer for PR students and new practitioners."--Trish Evans, Course Leader PR, University of Westminster

"Public Relations Today' is a great resource for those studying PR, entering the industry or just wanting to get on in their PR career. It demonstrates the complexities of the industry and huge variety of opportunities available to practitioners. It dispels the myths of PR and demonstrates how it has developed to become a strategic profession as practitioners increasingly counsel those who lead organisations. The authors demonstrate a wealth of knowledge and experience as well as links with some of the most revered practitioners in the industry, providing the reader with a fantastic insight into the exciting world of public relations."--Lucy Laville, Course Leader PR, Leeds Met University

"Candid, incisive and formidably well organised. A serious attempt to describe the field as it is, rather than how PR practitioners would like to imagine it to be."--John Tulloch, Head Lincoln School of Journalism, University of Lincoln

About the Author

TREVOR MORRIS is one of the UK's most senior PR practitioners and a visiting professor at the University of Westminster, where he teaches on a range of postgraduate and undergraduate programmes. Until 2003 Trevor was Chief Executive of Chime Communications Public Relations Group, the UK's largest PR group, with some 250 employees. In over 25 years in the industry, Trevor successfully built a major PR consultancy, worked for numerous major companies and government bodies and knew and worked alongside most of the key players in contemporary public relations. *PR Week* recently described him as one of the most influential people in public relations.

SIMON GOLDSWORTHY is Senior Lecturer in Public Communication at the University of Westminster.

He has a first class degree in history from the University of London. He established London's first Master of Arts course in public relations and has since added the teaching of public relations to the University's well-known undergraduate media studies program. He has lectured to international audiences, including Johns Hopkins University.

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