



GLEN M. BROOM

BEY-LING SHA

Cutlip & Center's EFFECTIVE PUBLIC RELATIONS

ELEVENTH EDITION

1. Photo of President Obama and Press Secretary Jay Carney:

What role does public relations staff play in setting policy and making management decisions, much as Press Secretary Jay Carney does for President Barack Obama? See pages 49-51. (*Official Whitehouse photo by Pete Souza*)

2. Photo of World War I poster, "Under Four Flags":

Learn how President Woodrow Wilson's World War I "Committee on Public Information" introduced social science to what is now called "public relations." See page 90.

3. Photo of California condors:

How did research change the Santa Barbara Zoo's public relations strategy for opening the new \$7.5 million "California Trails" exhibit featuring the endangered California condors? See page 249. (*Photo by Sheri Horiszny, Santa Barbara Zoo*)

Eleventh Edition

Cutlip and Center's
Effective Public Relations

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Cutlip and Center's **Effective Public Relations**

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*To our students in our classrooms and former students
in the practice and academe, whose feedback and
contributions have helped shape the eleventh edition.*

BRIEF CONTENTS

Preface xv

PART I Concept, Practitioners, Context, and Origins 1

- Chapter 1 Introduction to Contemporary Public Relations 2
- Chapter 2 Practitioners of Public Relations 24
- Chapter 3 Organizational Settings 45
- Chapter 4 Historical Origins and Evolution 74

PART II Foundations 105

- Chapter 5 Professionalism and Ethics 106
- Chapter 6 Legal Considerations 127
- Chapter 7 Theoretical Underpinnings: Adjustment and Adaptation 148
- Chapter 8 Communication Theories and Contexts 167
- Chapter 9 Internal Relations and Employee Communication 188
- Chapter 10 External Media and Media Relations 209

PART III Management Process 237

- Chapter 11 Step One: Defining Public Relations Problems 238
- Chapter 12 Step Two: Planning and Programming 263
- Chapter 13 Step Three: Taking Action and Communicating 287
- Chapter 14 Step Four: Evaluating the Program 312

PART IV The Practice 337

- Chapter 15 Business and Industry 338
- Chapter 16 Government and Politics 349
- Chapter 17 Military Public Affairs 368
- Chapter 18 Nonprofits and Nongovernmental Organizations 376
- Chapter 19 Health Care 391
- Chapter 20 Education 402
- Chapter 21 Associations and Unions 411

