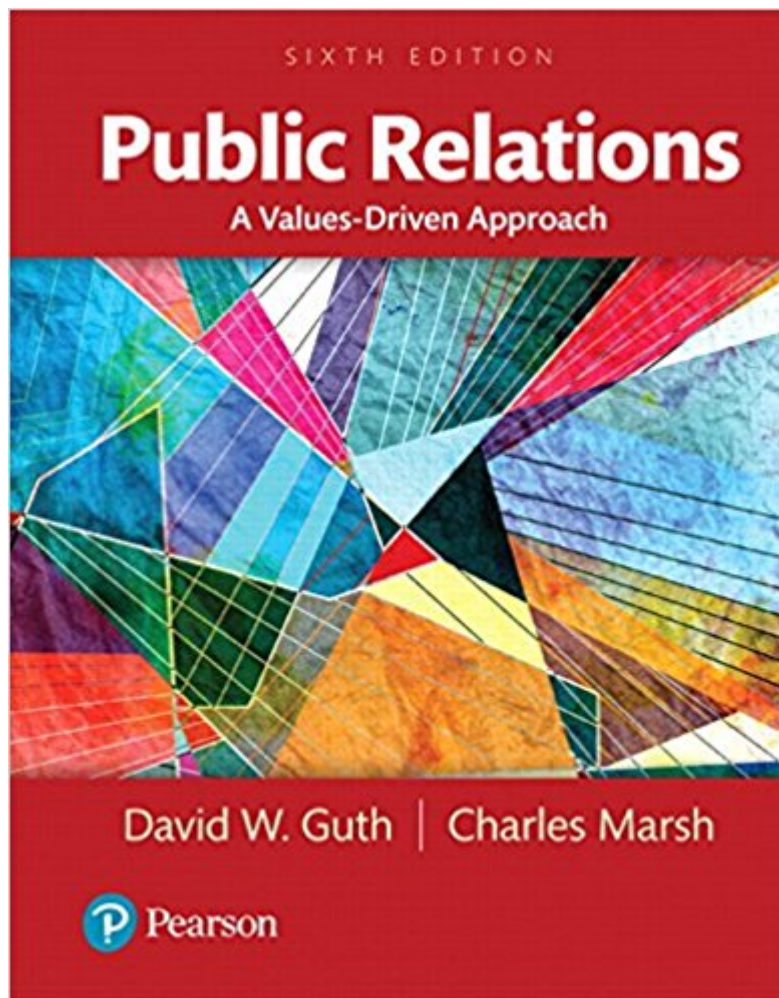




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# Public Relations: A Values-Driven Approach, Books A La Carte (6th Edition)



## Synopsis

For courses in Introduction to Public Relations An introduction to Public Relations that focuses on ethical, productive relationships with strategic constituencies Public Relations: A Values-Driven Approach introduces students to public relations, defined as the management of relationships between an organization and the publics important to its success. Authors David Guth and Charles Marsh outline the profession's common issues, trends, and techniques, and help students to place the profession within the context of its role in the conduct of a civil society. In order to help students understand the contemporary state of the field, the Sixth Edition offers the most up-to-date statistics, the latest research, and the most current examples of public relations practice. NOTE: This ISBN is for a Pearson Books a la Carte edition: a convenient, three-hole-punched, loose-leaf text. In addition to the flexibility offered by this format, Books a la Carte editions offer students great value, as they cost significantly less than a bound textbook. Public Relations: A Values-Driven Approach, Sixth Edition is also available via REVEL, an interactive learning environment that enables students to read, practice, and study in one continuous experience. A

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David Guth is an associate professor at the William Allen White School of Journalism and Mass Communications, University of Kansas. Guth received a B.A. in Radio-Television-Speech from the University of Maryland (1973) and an MA in Journalism from the University of North Carolina-Chapel Hill (1990). He served associate dean of the school from July 2004 to July 2009 and as chair of the school's Strategic Communication track from January 2000 to August 2003. His

areas of research interest are crisis communications, political communication, and community journalism. Prior to joining the faculty in August 1991, he served in several public information positions within the administration of North Carolina Governor Jim Martin. That included four years as the chief spokesman for the state's prison, probation, and parole systems. He was also a broadcast journalist in Kentucky, Indiana, Georgia, New York, and North Carolina and is a recipient of numerous reporting honors, including the prestigious Peabody Award. Media Guide for Attorneys, a book he coauthored in 1996, received the American Bar Association's Partnership Award. He is the coauthor of Strategic Writing: Multimedia Writing for Public Relations, Advertising and More (undergoing revision for its fourth edition) and Adventures in Public Relations: Case Studies and Critical Thinking. Bridging the Chesapeake: A "Fool Idea" That Unified Maryland (Old Line Publishing; Hampstead, MD) was released in December 2013. Charles Marsh is the Oscar Stauffer Professor at the William Allen White School of Journalism and Mass Communications at the University of Kansas. He received his Ph.D. from the University of Kansas and has been a faculty member there since 1989. He teaches courses in public relations, communication ethics, and theories of strategic communication. Before joining the faculty at KU, Marsh was senior editor of corporate publications for the J.C. Penney Company and editor of American Way, the inflight magazine of American Airlines. His research focuses on applications of rhetoric and philosophy to modern disciplines of persuasive communication such as public relations, advertising, and marketing. He is author of Classical Rhetoric and Modern Public Relations and Public Relations, Cooperation, and Justice. With David Guth and Bonnie Poovey Short, he is coauthor of Strategic Writing: Multimedia Writing for Public Relations, Advertising, and More. His research has been published in several academic journals, including Public Relations Review, Journal of Public Relations Research, and Public Relations Inquiry. Marsh has served as a communications consultant for Ralston Purina, the USA Film Festival, the United States Information Agency, the American Management Association, JCPenney, and other organizations. At the University of Kansas, he is winner of the HOPE Award and the Kemper Award for teaching excellence.

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