



Public Relations Writing: Principles in Practice

Donald F. Treadwell, Jill B. Treadwell

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Public Relations Writing: Principles in Practice is a comprehensive core text that guides students from the most basic foundations of public relations writing-research, planning, ethics, organizational culture, law, and design-through the production of actual, effective public relations materials. The **Second Edition** focuses on identifying and writing public relations messages and examines how public relations messages differ from other messages.

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