



## Public Relations Research

By E W Brody

Praeger. Paperback. Condition: New. 295 pages. Dimensions: 9.2in. x 6.1in. x 0.8in. Designed to meet the needs of both the public relations education and public relations practitioner communities, this comprehensive text explores the types of research most used in public relations practice. The first introductory-level volume to treat the subject in depth, Public Relations Research provides a theoretical framework for reader application, defines the knowledge necessary for public relations research, elaborates upon informal and formal research methods, and describes the techniques involved and provides models for subsequent use. Following an introductory chapter that redefines the nature and role of public relations research, the book is divided into two major sections. The first deals with informal research methods and covers research foundations, environmental monitoring, informal research, secondary research, and the use of computers in research. In Part Two the authors describe formal research methods, addressing issues such as intermediate research considerations, the use of survey questionnaires, data and content analysis, reporting survey results, and quasi-quantitative procedures. Ideal as an undergraduate and graduate level text in public relations, this volume will also be an indispensable guide to research practice for entry-and-junior-level public relations specialists. This item ships from multiple locations. Your book may...



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