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Though the cases studied have changed over the years/ editions, the principles have remained the same. My interest in the industry was further ignited by studying real world application of the ROPE method through the excitement of actual PR cases. Hendrix covers most all key areas of public relations and gives case samples for each.

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Fraser P. Seitel is a veteran of five decades in the practice of public relations, beginning, he claims, "as a child." In 2000, PR Week magazine named Mr. Seitel one of the 100 Most Distinguished Public Relations Professionals of the 20th Century. In 1992, after serving for a decade as senior vice president and director of public affairs for The Chase Manhattan Bank, Mr. Seitel formed ...

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Public Relations Student Society of America (PRSSA) of University of Washington is an organization providing tools for students so that they can prepare for various areas of public relations through speakers, workshops, and networking.. Public relations helps an organization and its publics mutually adapt to each other through research, planning, dialogue, and evaluation.

PRSSA: University of Washington

This text begins with an overview of the public relations process and introduces the interactive ROPE model (Research, Objectives, Programming, Evaluation) to organize PR programs. Part Two is organized around audience-centered forms of PR, while Part Three deals with emergency public relations.

Public Relations Cases by Jerry A. Hendrix

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