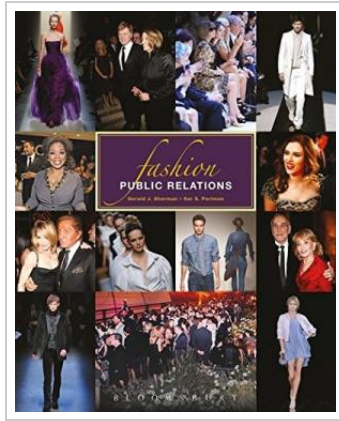




Fashion Public Relations (Paperback)

By Sar Perlman, Gerald J. Sherman

Bloomsbury Publishing PLC, United Kingdom, 2010. Paperback. Condition: New. Language: English . Brand New Book. With the media's increasing weight on public opinion, a positive public image has become an integral part of management and a vital factor in business success--especially in the fashion industry. This textbook will deliver a practical approach to the world of public relations and image management, with in-depth case studies featuring prominent apparel and textile companies. Concentrating on the pragmatic aspects of public relations and the fundamentals of fashion public relations, principles and concepts are placed in context of what the student will actually do in the business world. Students will be equipped with the real-world approaches and techniques for a successful career in fashion public relations. Features: -- Case studies featuring elements of a public relations campaign for well-known companies -- Interviews with successful public relations managers discussing how s/he applied the principles of the chapter discussed and the results -- Real-life simulations of problems which managers interviewed for the case studies have encountered, and approaches on how they solved them -- In-class exercises, where students can pair up and practice the public relations principles discussed in the chapter -- Instructor's Guide...



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Reviews

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