



## The PR Professional's Handbook: Powerful, Practical Communications (PR in Practice)

By Caroline Black

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Rapid changes in technology are having a major impact on the way businesses choose to reach their audience. As a result, an increasing number of people need a better understanding of modern PR and how its principles can underpin effective business management. Keeping track of the best PR practices, as well as the new communications channels that arise can be overwhelming for professionals new to the PR function.

With practical advice and solutions, *The PR Professional's Handbook* is a complete introductory text that provides a full breakdown of the skills required in communications, including briefing, listening, questioning, writing, selling and presenting. Highlighting international case studies throughout the text, Black offers a fresh interpretation of the basics, combined with the latest information on technology and social media.

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Review

"An absolute 'must-have' for anyone whose work responsibilities include any aspect of public relations."  
(Midest Book Review *Library Bookwatch, The Business Shelf*)

About the Author

**Caroline Black** is a highly experienced corporate, consumer, business-to-business and crisis management communications professional. She has worked with large private-sector organizations, government departments, educational establishments and non-profits. She acts as a conference chair, and lectures and speaks regularly on communication issues. She runs her own independent PR consulting company.

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