



The SAGE Handbook of Public Relations

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Reflecting advances in theory, research, and application in the discipline since the publication of the *Handbook of Public Relations* in 2001, this new volume is global in scope and unmatched in its coverage of both academic research and professional best practice. It presents major theories in the words of the leading advocates for each theory; positions public relations as a positive force to help make society more fully functional; and challenges academics and practitioners to identify best practices that can inform the work of those in the profession.

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Editorial Review

Review

"This new edition is global in scope and unparalleled in its coverage of both academic research and professional best practice...In addition to his own years of experience, Heath draws on a lengthy list of contributors from colleges and universities across the globe...recommended for academic and special libraries serving researchers and practitioners of the discipline." (Susan C. Awe *Reference Reviews* 2011-09-01)

About the Author

Robert L. Heath, professor emeritus of communication at the University of Houston, is an internationally recognized authority on public relations, crisis communication, issues management, risk communication, and business-to-business communication. He has published many award-winning books, including *The SAGE Handbook of Public Relations* (2010), *Handbook of Risk and Crisis Communication* (2009), *Strategic Issues Management* (2nd ed., 2009), *Rhetorical and Critical Approaches to Public Relations II* (2009), and *Terrorism: Communication and Rhetorical Perspectives* (2008).

Heath has 3 decades' experience in corporate communication and positioning research. He has conducted research on risks related to various hazards, including those associated with chemical manufacturing and community right-to-know?key themes in community relations. In addition, he has published more than 100 chapters and articles and serves on the editorial and reviewer panels of several premier academic journals. He has received many honors from public relations professionals and academic associations and has lectured nationally and internationally on a wide array of topics.

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