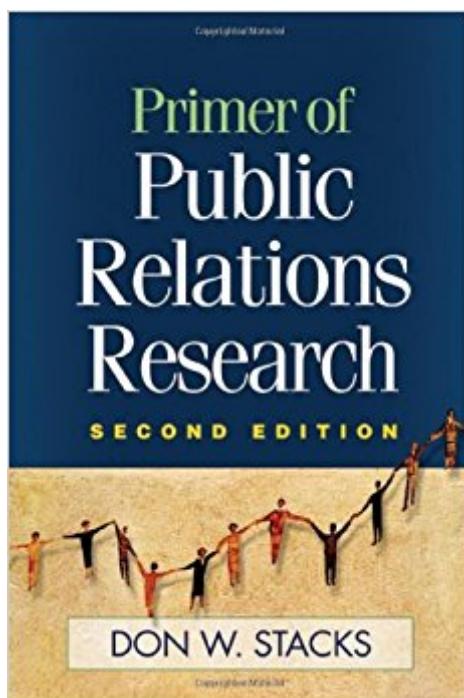


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# Primer Of Public Relations Research, Second Edition



## **Synopsis**

This practical, comprehensive work is widely regarded as the standard course text and practitioner reference on public relations research. Don W. Stacks explains the key role of research in all aspects of contemporary PR practice, from planning a program or campaign to making strategic changes and measuring outcomes. Step-by-step guidelines and tools are provided for using a wide range of qualitative and quantitative methods to accomplish essential research objectives. The book clearly explains technical aspects of data collection and analysis for readers new to measurement and statistics. Every chapter features review questions and a detailed practice problem. A test bank, suggested readings, case studies, and PowerPoint slides are available to instructors using the book in their courses; see the preface for details.

## **Book Information**

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## **Customer Reviews**

"One of the best public relations textbooks on the market. While social media has changed public relations, research fundamentals have stayed the same. Stacks takes difficult theoretical and statistical concepts and makes them easy to understand, engaging readers through current, practical, and relevant examples. This primer can be used in nearly every communication or business discipline, and is a 'must have' for anyone practicing or learning about public relations."--Tina McCorkindale, PhD, Department of Communication, Appalachian State University  
"Many consider Stacks to be the world's leading expert on public relations research methodologies. The second edition of this superb book should be required reading for students and practitioners

who want to help our field move away from the archaic, outputs-focused, one-way communication that is publicity and press-agentry, and toward strategic, outcomes-focused, two-way communication."--Donald K. Wright, PhD, College of Communication, Boston University "Looking through the text, I can't think of any topics that the author overlooked. Everything is fresh and current, which is vital for today's students. The second edition takes an excellent practical introduction to public relations research and improves on it by incorporating recent trends and practical examples to help students and practitioners understand the complexities of the field."--Marcia W. DiStaso, PhD, College of Communications, The Pennsylvania State University "Stacks provides an informed, in-depth examination of research in the context of public relations. Since research methods are not always favorite topics among practitioners and students, understanding the critical role of research in best practices provides the necessary motivation to delve deep into the subject matter. The chapter on ethical concerns in public relations research is a much-needed contribution."--David M. Dozier, PhD, School of Journalism and Media Studies, San Diego State University"Stacks has created the central repository of essential knowledge about why and how to conduct research that every public relations professional needs. Grounded in the fundamentals of communications theory, the book not only covers technical research skills, but also shows how to apply research to improve the day-to-day practice of public relations. This clear and practical book should become a standard reference on the desk of every public relations professional and should be required reading in every introductory course in the field."--David Michaelson, PhD, President, Echo Research, Inc., New York"While designed primarily for the classroom, where it will be welcomed by students and faculty alike. Dr. Stacks' book promises to be the reference of choice for legions of practitioners who studied history, political science or anthropology in college. Why? Because the author has stripped away the gobbledegook of academic researchÃ¢â€š to the extent that's possibleÃ¢â€š and created a user-friendly overview of the subject that most practitioners should be able to digest in a long weekend....The Primer of Public Relations Research should be a part of every practitioner's library." (on previous edition) (Public Relations Quarterly 2010-07-15)"The book's excellent organization makes it easy to use as a reference. If you have a specific question, there is more than likely a section that addresses it in a concise manner." (on previous edition) (The Measurement Standard 2010-07-15)

Don W. Stacks, PhD, is Professor of Public Relations and Associate Dean for Faculty Research and Creative Support in the School of Communication at the University of Miami, Coral Gables, Florida. He served as program director from 1995 to 2009. He has written more than 150 scholarly articles

and papers and has authored or coauthored seven books on communication topics. Dr. Stacks' most recent awards include the Public Relations Society of America's Outstanding Educator, the Jackson Jackson & Wagner Behavioral Science Prize, and the Eastern Communication Association's Distinguished Research Fellow and Distinguished Teaching Fellow. He was recently elected to the first class of the Institute for Public Relations' Research Fellows and was selected as a Senior Fellow of the Society for New Communications Research. Dr. Stacks has been an active communication consultant for over 30 years. His areas of expertise include organizational systems assessment, sociological/psychological organizational analysis, media relations, internal organizational communications, and leadership, as well as serving as a trained listening specialist.

Pathetic excuse for a PR book. Stacks' word choice and attempts to explain different concepts are absolutely terrible. It's almost as if he wants to confuse readers so as to prove his PR "intelligence" and make his field of study seem reserved for the academic and professional "elite." Get over yourself, Mr. Stacks. Try speaking like a human. You might actually enjoy it. So if you're wanting to learn more about PR and PR research, this book isn't for you. But if self-important authors, convoluted concepts, and wasted time are your thing, you've found an absolute masterpiece.

As promised. Studying for a certification. Good price.

I bought this in preparation for the APR test. It has a lot of good information and I use it regularly.

Hard to read, but that's just me. Filled with really good knowledge though. Good for anyone entering PR field in school

It is indeed a very helpful book opening an insight for you on public relation research which is not a favorite aspects in PR practice. Don. Stacks explains the theories very specifically and supported with examples, easy to understand. Great book!

The book was in decent condition but nothing close to the description. The book is marked up extensively with pens and markers, which is rather distracting. The book is much higher priced than other used books, so this level of usage is not really acceptable.

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