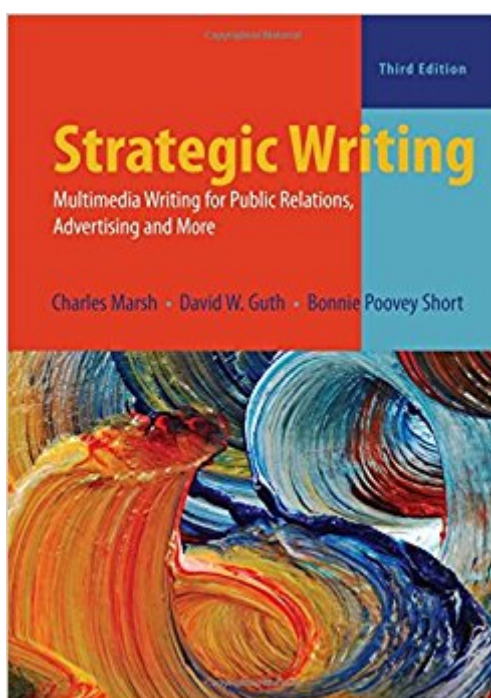


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# Strategic Writing: Multimedia Writing For Public Relations, Advertising, And More



## Synopsis

In its third edition, *Strategic Writing* emphasizes the strategic, goal-oriented mission of high-quality media and public relations writing with clear, concise instructions for more than 40 types of documents. This multidisciplinary text covers writing for public relations, advertising, sales and marketing, and business communication. Featuring a spiral binding, numerous examples and a user-friendly "recipe" approach, *Strategic Writing* is ideal for public relations writing classes that include documents from other disciplines.

## Book Information

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## Customer Reviews

Reviews "This text is a dream! The material is laid out clearly and concisely and the language and up-to-date examples really speak to the students." - Marguerite Newcomb, University of Texas - San Antonio "I rarely recommend that a student keep a textbook after class is over - this book by far is the exception. I strongly recommend each student keep this text as a reference after graduation and landing their first job." -Michael Quinn, University of South Carolina

"*Strategic Writing*" emphasizes the strategic, goal-oriented mission of good media writing, with clear, concise instructions for nearly 40 types of writing documents. Features: Prepares students for a convergent, multidisciplinary world by featuring writing for print, broadcast, and online media in a variety of strategic disciplines: public relations, advertising, sales and marketing, and business communication. Provides concise "recipes," with examples and templates, for each document,

helping students write on deadline in or out of the classroom. Features brief but highly focused chapters in an easy-to-use spiral binding so that students will enjoy using the text. Offers a separate Instructor's Manual that includes at least two assignments for each of the documents/executions as well as a flexible syllabus, allowing instructors to tailor assignments to their own needs. About the Authors Charles Marsh, Associate Professor in the Journalism School at the University of Kansas is the award-winning author of "A Quick and (not) Dirty Guide to Business Writing" (Prentice-Hall, 1997) and, with David Guth, "Public Relations: A Values-Driven Approach" (Allyn & Bacon, 2003). His corporate communications experience includes senior management positions at American Airlines and JCPenney. David W. Guth, Associate Professor in the Journalism School at the University of Kansas, is an expert in crisis communications. A Peabody-award winning journalist and government public relations practitioner, Guth has co-authored two other books, "Public Relations: A Values-Driven Approach" (Allyn & Bacon, 2003) and "Media Guide for Attorneys" (Kansas Bar Association, 1995). Bonnie Poovey Short, founder and president of Short Solutions, an award-winning editorial and creative services firm that specializes in the health care field, also teaches at the university-level and serves as communications coordinator for a school district. --This text refers to the Hardcover edition.

I got the Kindle version of this book. The ONLY reason why I would hesitate on giving this 5 stars is, it is difficult to use in the classroom setting because the Kindle version does not include page numbers, however it is not difficult by any means to navigate this book as long as you know the chapter/section you should be studying from. The book is a very simple structure to read: It gives an overview, the format and examples for every type of media writing included (everything from news releases to pitches to media kits). This book includes several graphics for examples of the different types of writing and formatting of documents and types of media which makes it that much simpler to understand. I would say, if navigating books on your Kindle is easy for you, buy the Kindle version as it is much cheaper and instant gratification. If you have trouble with eBooks, the print format is set up the exact same way as the Kindle version book, so there is no difference aside from the print version has page numbers and the print version can be more expensive. However, it seems the Kindle version is now the same price as the print version, as I paid \$32 for my Kindle version in Jan 2012 for this book, and it is now \$82.50 in March 2012. One side note: The two previous editions of this book are exactly the same as this one aside from one chapter on social media, so if money is an issue, I'd say buy used or an older version. Straight from the words of a college student, yo.

A lot of the books that I have to buy for my classes feel like they say the same basic things. Most of what I feel I've learned in the past has come from lectures, not the books, so I've had no problem trading in the books at the end of the semester. This book is a God send, though. It is everything that Ad/PR students and professionals need. It talks you through essentially every kind of material you could ever need to write. They provide completed examples as reference and make it actually impossible to mess up by talking you through each step and section. This book is undoubtedly a fantastic reference that I would recommend to anyone interested in Ad/PR. It is definitely not just a textbook - it's a lifesaver!

This is a great book, and I give it two thumbs up that it's available on Kindle. My only complaint to the kindle version is it does not provide the page numbers. I was difficult when the professor and the book itself referenced page numbers, there was no way of knowing where to go. I ended up renting the hard copy because of the page number issue in order to keep up =( . If the e-book/Kindle version contained the page numbers it would be perfect.

Great information, covers a lot of good writing subject areas.

I paid full price for a disgusting book. Coffee stains, and crinkled.

Product back was ripped all the way down upon arrival. Otherwise the book was as described.

For those looking to enter the field of professional writing, this book serves its purpose in the classroom and then some by providing decent samples that can be referenced while on the job.

This book has great content, my only beef is that the kindle version doesn't have pages numbers, which makes it hard to follow in class and even the book and is more of an inconvenience than I thought it soils be.

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