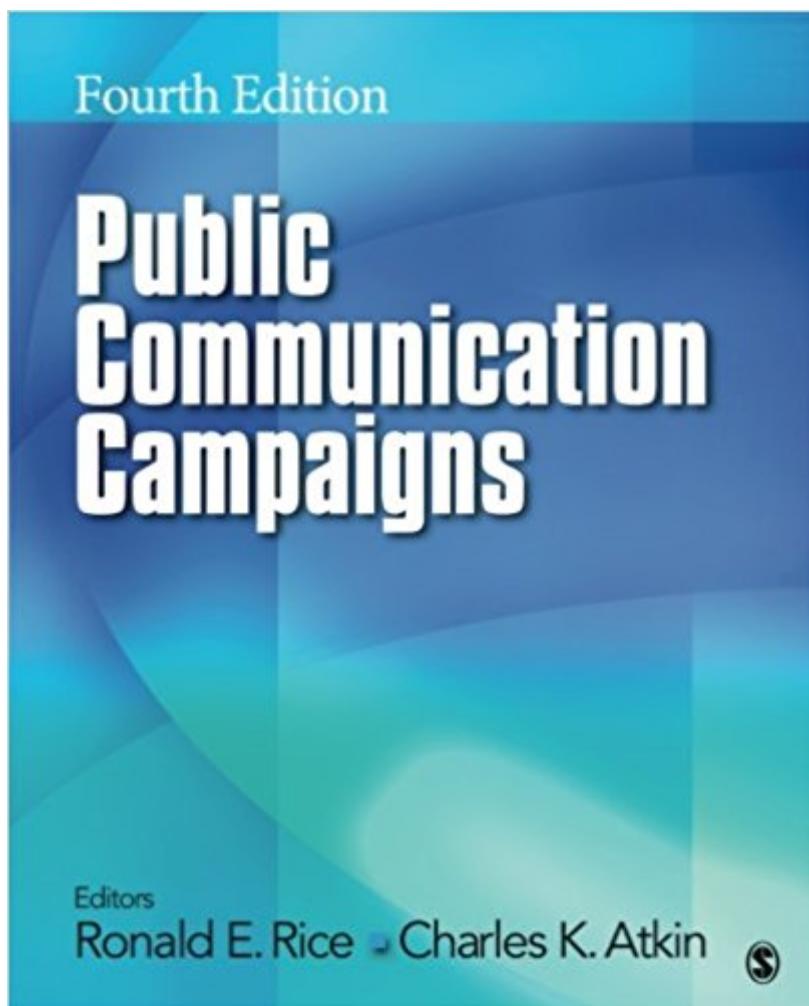


The book was found

Public Communication Campaigns (Volume 4)



Synopsis

In this new, fully revised and expanded fourth edition of Public Communication Campaigns, Rice and Atkin provide readers with a comprehensive, up-to-date look into the field of public communication campaigns. The subject of campaigns has become increasingly high profile in the academic world in the decade since the last edition, and hundreds of new studies on campaign theory and practice have been published since 2001. Largely rewritten to reflect the latest theories and research, this text continues in the tradition of ongoing improvement and expansion into new areas.

Book Information

Paperback: 392 pages

Publisher: SAGE Publications, Inc; 4 edition (March 6, 2012)

Language: English

ISBN-10: 1412987709

ISBN-13: 978-1412987707

Product Dimensions: 7.4 x 0.9 x 9.1 inches

Shipping Weight: 1.5 pounds (View shipping rates and policies)

Average Customer Review: 3.9 out of 5 stars 9 customer reviews

Best Sellers Rank: #105,535 in Books (See Top 100 in Books) #83 in Books > Business & Money > Marketing & Sales > Public Relations #234 in Books > Textbooks > Communication & Journalism > Media Studies #243 in Books > Business & Money > Marketing & Sales > Advertising

Customer Reviews

Ronald E. Rice (Ph.D. & M.A., Stanford University; B.A., Columbia University) is both the Arthur N. Rupe Chair in the Social Effects of Mass Communication in the Department of Communication and Co-Director of the Carsey-Wolf Center at UC, Santa Barbara. He has been elected divisional officer in the International Communication Association and the Academy of Management, elected President and Fellow of the ICA, awarded a Fulbright Award to Finland, appointed as Wee Kim Wee Professor and then University Professor of the School of Communication and Information at Nanyang Technological University in Singapore, and awarded an Honorary Doctorate from the University of Montreal. He has co-authored or co-edited ten books, including *The New Media: Communication, Research and Technology* (1984), and *The Internet and Health Communication* (2001), both also with SAGE. He is widely published in communication science, public

communication campaigns, computer-mediated communication systems, methodology, organizational and management theory, information systems, information science and bibliometrics, and social networks. Charles K. Atkin (Ph.D., University of Wisconsin; B.A., Michigan State University) is University Distinguished Professor in the Department of Communication at Michigan State, where he has served as Chair for 15 years. He teaches and conducts research on mass communication campaigns, particularly in the health domain. Based on sustained accomplishments in applied research on health campaigns, he received the 2006 Decade of Behavior Award from the American Psychological Association and a consortium of 54 social science organizations as well as the 2008 career award as "Outstanding Health Communication Scholar" from National Communication Association and the International Communication Association Health Communication Divisions. In 2010, he was selected for the Phillips Award for Distinguished Applied Communication Research by the National Communication Association. He has been a Fellow of the International Communication Association since 1999. He has published almost 100 journal articles and ten books, including *Mass Communication and Public Health* (1990, SAGE) and *Public Communication Campaigns* (1989, 2001, SAGE). His federal grant research has been extensive, with recent major projects on breast cancer and binge drinking.

As a communication major, I found that the book is severely dry. Even my teacher said she hates the book, but that there are next to no text books on the topic, and out of all the choices, this was the best one. Take heed campaign designers! If you can create a textbook with all the relevant info for a college student, you could be making bank if you can make it interesting!

Good quality and speedy delivery. Thanks.

The book is composed of a series of article by academics specialized on the topic. It is probably great for students preparing a PhD thesis but only half helpful for simple practitioner.

The book got here quickly! It has met my needs for the communication class that I am enrolled in. It is easy to read and understand, especially for those that do not have a background in communications!

Loved the book hated the class!

Came in great condition. Thanks

This book arrived very promptly and in great condition too. The only reason why I am giving it 4 stars is because although the book is in good condition, I am not too happy that I have to read it (it's for a college class I am taking and it's not very interesting).

Required textbook reading for someone in the family. Might be good to read it so I can write reviews.

[Download to continue reading...](#)

Strategic Public Relations Management: Planning and Managing Effective Communication Campaigns (Routledge Communication Series) Public Communication Campaigns (Volume 4) Health Communication: From Theory to Practice (J-B Public Health/Health Services Text) - Key words: health communication, public health, health behavior, behavior change communications The Fredericksburg Campaign : October 1862-January 1863 (Great Campaigns Series) (Great Campaigns of the Civil War) Piercing the Heartland: A History and Tour Guide of the Tennessee and Kentucky Campaigns (Civil War Campaigns Series) Paths to Victory: A History and Tour Guide of the Stone's River, Chickamauga, Chattanooga, Knoxville, and Nashville Campaigns (Civil War Campaigns Series) Communication and Communication Disorders: A Clinical Introduction (4th Edition) (Allyn & Bacon Communication Sciences and Disorders) Communication, Media, and Identity: A Christian Theory of Communication (Communication, Culture, and Religion) Entertainment Promotion AND Communication: The Industry and Integrated Campaigns Social Media Campaigns: Strategies for Public Relations and Marketing Planning and Managing Public Relations Campaigns: A Strategic Approach (PR in Practice) Labor Relations in the Public Sector, Fifth Edition (Public Administration and Public Policy) Organizational Behavior and Public Management, Third Edition, Revised and Expanded (Public Administration and Public Policy) Globalism and Comparative Public Administration (Public Administration and Public Policy) Public Administration and Law, Third Edition (Public Administration and Public Policy) Health Communication in Practice: A Case Study Approach (Routledge Communication Series) (Volume 1) The March to the Sea and Beyond: Sherman's Troops in the Savannah and Carolinas Campaigns (American Social Experience Series, Volume 1) Kobold Guide to Plots & Campaigns (Kobold Guides) (Volume 6) Intergenerational Communication Across the Life Span (Routledge Communication Series) Introduction to Communication Disorders: A Lifespan Evidence-Based Perspective (5th Edition) (Pearson Communication Sciences and Disorders)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)