



Strategic Writing: Multimedia Writing for Public Relations, Advertising, Sales and Marketing, and Business Communication

By Charles Marsh, David W. Guth, Bonnie Poovey Short

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Strategic Writing emphasizes the strategic, goal-oriented mission of good media writing, with clear, concise instructions for nearly 40 types of writing documents. This multimedia, 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, it is ideal for classroom use.

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Editorial Review

From the Back Cover

***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 Kansa, 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.

Users Review

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Sonia Cancel:

People live in this new moment of lifestyle always try to and must have the free time or they will get lot of stress from both lifestyle and work. So , when we ask do people have spare time, we will say absolutely indeed. People is human not a robot. Then we consult again, what kind of activity have you got when the

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