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**THE PR  
PRACTITIONER'S  
GUIDE**

Caroline Black

Australian Edition edited by Graham Lauren

With a foreword by Peter Lazar

Chairman Professional Public Relations

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## author

**Caroline Black is a highly experienced** professional in the field of Public Relations. Her areas of expertise include corporate, consumer, business-to-business and issues and crisis management communications.

She has worked for many major businesses and associations including Mobil, Mars, Pedigree Petfoods, British Gas, Smith & Nephew, the European Union and the National Society for Epilepsy.

Caroline runs her own consultancy and is an experienced trainer, mentor and speaker.



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# the book

***The PR Practitioner's Desktop Guide*** is a practical source of reference and best practice on every aspect of Public Relations written in a clear, accessible style by a highly experienced practitioner. Containing information on legal and ethical issues, guidance on crisis management it is an invaluable source book for all PR Practitioners. Chapters cover media relations, new product launches, event management amongst other topics. Always it is comprehensive, easy to use, clear and to the point.

## unique selling points

- Australia's First Desktop Guide for PR
- Easy and quick access to a range of topics
- Essential for anyone in the public relations function for any company
- Contains checklists, charts, do's and don'ts, summaries and special tips
- User-friendly and to the point

## the market

- Public relations firms and practitioners
- Senior executives in business and public affairs
- Directors and other executives with oversight of PR

## promotion

- Review copies
- Direct mail to PR practitioners

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