

## The Public Relations Strategic Toolkit An Essential Guide To Successful Public Relations Practice By Theaker Alison Yaxley Heather 27 July 2012

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### Public Relations | MICA

The Public Relations Strategic Toolkit by Alison Theaker and Heather Yaxley is a toolkit as the title suggests. The book is a mix of public relations theory, case studies and practical guidance. It provides a thorough grounding for anyone new to the industry and is an instant aide memoir for experienced practitioners.

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A public relations degree program will explain the reason behind what is included in the kit and why the media requires this information. Professionals amplifying their career by attaining additional a public relations master's degree will also learn modern techniques to include in their PR toolkit.