

Public Relations course bibliography

1. The New Rules of Marketing and PR by David Meerman
2. The Little Book of Big PR by Jennifer
3. The Business of Persuasion by Harold Burson
4. Everybody Writes by Ann Handley
5. Known by Mark Shaefer
6. On Writing Well: The Classic Guide to Writing Nonfiction” by William Zinsser
7. The Business of Persuarion by Harold Burson
8. The Associated Press Stylebook
9. Write like a PR Pro by Mary Sterenberg
10. Writing for Strategic Communication Industries by Jasmine Roberts