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PUBLIC relations 40 N o v e m b e r / D e c e m b e r 20 01 PharmaVOICE tions, relationship marketing, and directto consumer advertising. "What we need to deliver on the public relations side is a team that has an under standing of all the different communications disciplines," Mr. McGregorPaterson says.

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Public relations is the practice of understanding the purpose of an organization and its relationships within society. It is the planned and sustained activity of engagement between these two parties to influence behavior change, and build mutual understanding and trust.

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PR or public relations is nothing but the practice of protecting as well as enhancing the reputation of any particular organization/firm or for that matter any individual. In today's world of fierce competition, where every organization strives hard to work toward its brand image, public relations has become the need of the hour.

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The formal practice of public relations dates to the early 20th century. Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.

The Practice of Public Relations - 2012

Fraser P. Seitel is a veteran of five decades in the practice of public relations, beginning, he claims, "as a child." In 2000, PR Week magazine named Mr. Seitel one of the 100 Most Distinguished Public Relations Professionals of the 20th Century. In 1992, after serving for a decade as senior vice president and director of public affairs for The Chase Manhattan Bank, Mr. Seitel formed ...

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Therefore, in 1980, he wrote the first edition of *The Practice of Public Relations* “to give students a feel for how exciting this field really is.” In three decades of use at hundreds of colleges and universities, Mr. Seitel’s book has introduced generations of students to the excitement, challenge, and uniqueness of the practice of public relations.

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