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Public relations

Public relations cases (ninth edition)

Darrell C. Hayes, Jerry Hendrix & Pallavi D. Kumar
Wadsworth 2013
Reviewer – Mark Sheehan, Deakin University

One of the staples of PR academic publishing (first edition was 1988) is Hendrix’s tried and true method of public relations case studies. In layout and style this volume is largely unchanged from previous editions. The first two chapters on PR process and PR in action still contain the ever-useful and long lists of Major Publics, Actions and special events, and Uncontrolled and controlled media.

Of the 33 cases in this edition only two have appeared in prior books (although the blurb states there are only 29 cases!). As always the bulk of the cases are drawn from the Public Relations Society of America’s Silver Anvil contest. Hendrix takes the cases and analyses them through the prism of the ROPE model of public relations planning. This volume includes a new chapter of four case studies on social media. This seems to be acceptable now but surely it will preferably to consider social media as an integrated tactic in the near future once we have “bedded down” its role and impact in the public relations arena.

One wonders now with the growth of so many good local texts that non-US academics would consider recommending Hendrix? Its format is comfortable but with so many culturally attuned publications available this book seems to be out of place and perhaps even out of its time. A further question is also warranted in the use of the ROPE model approach and its applicability in a more sophisticated era of public relations management.

For a teacher it is a useful text that its publishers have well resourced and it is clearly and simply written for the undergraduate student.