



Creativity in Public Relations (PR In Practice)

Andy Green

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Creative input is inevitably required of the PR practitioner and yet there is a lack of real understanding of the mechanics of the processes involved. Creativity in Public Relations seeks to address this situation and explores the five 'Is' of the creative process, showing you techniques for stimulating and evaluating ideas and obstacles to creativity. This fully updated third edition also includes two new chapters on the use of social media and creativity, and creativity and memes.

Including practical examples and research carried out by creative experts in the PR industry, the reader is guided through methods of using and managing a range of techniques and tips to generate creative ideas, as described by the five 'Is' of the creative process: information, incubation, illumination, integration and illustration. By clearly establishing a definition of 'creativity', this third edition will help PR practitioners and general readers to get 'under the skin' of the creative process and use it to greater effect in their work.

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