

Recommended Foundational Readings for Practicing Behavioral Public Relations

- ❑ *Organizational Psychology*, Edgar H. Schein,
 - ❑ *Relations In Public*; Erving Goffman
 - ❑ *Management of Organizational Behavior*; Paul Hersey & Kenneth H. Blanchard
 - ❑ *Collective Behavior, Response to Social Stress*; Joseph B. Perry, Jr. and M.D. Pugh
 - ❑ *Process Consultation, Lessons for Managers and Consultants*; Edgar H. Schein
 - ❑ *Introduction to Systems Theory*; Niklas Luhmann
 - ❑ *Thinking, Fast and Slow* Daniel Kahneman
 - ❑ *Getting To Yes, Negotiating Agreement Without Giving In*; Roger Fisher and William Ury
 - ❑ *Public Relations Practices, Managerial Case Studies and Problems*, Patrick Jackson, Allen Center
 - ❑ *pr reporter 1979-2001* found at PatrickJacksonpr.com
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Recommended Research & Evaluation Readings

- ❑ *The Communicator's Guide to Research, Analysis, and Education*, Mark Weiner
- ❑ *PR Metrics: How to Measure Public Relations and Corporate Communications*, Jim Macnamara
- ❑ *Primer of Public Relations Research*, Don Stacks
- ❑ *Discovering Answers, Research Methods for Public Relations*, Donnalyn Pompper

Recommended Resources

- ❑ Institute for Public Relations, www.Instituteforpr.org
- ❑ International Public Relations Research Conference www.IPRRC.org
- ❑ Global Strategic Communications Consortium www.GSCC.org
- ❑ Commission on PR Education www.CommissionPRED.org
- ❑ www.patrickjacksonpr.com