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skills and business acumen while giving due focus to the rapidly evolving new technologies and media that impact how organisations communicate. Featuring example cases from around the world, each chapter includes discussion topics and scenario based questionnaires to encourage learning and assist students in developing key competencies. This book is ideal for undergraduate PR modules, particularly those with experiential and/or blended learning pedagogical approaches. It will also be useful to those in business seeking to gain a deeper understanding of communications. Situational Judgement Tests and sample press releases presented as online resources also accompany the book. Please visit www.routledge.com

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Magazine, 2003-11. Los Angeles magazine is a regional magazine of national stature. Our combination of award winning feature writing, investigative reporting, service journalism and design covers the people, lifestyle, culture, entertainment, fashion, art and architecture and news that define Southern California. Started in the spring of 1961, Los Angeles magazine has been addressing the needs and interests of our region for 48 years. The magazine continues to be the definitive resource for an affluent population that is intensely interested in a lifestyle that is uniquely Southern Californian. **Advertising**

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