

For Immediate Release

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Simmons University Professor Public Relations Book Published

Leading global publisher Routledge publishes book by Simmons University Professor Edward T. Vieira, Jr.

BOSTON (October 16, 2018)— Simmons University proudly announces the publishing of *Public Relations Planning: A Strategic Approach*, written by Marketing Professor Dr. Edward T. Vieira, Jr. The book is a comprehensive, practical, and user-friendly guide to understanding and practicing the profession of public relations.

“Public relations is clearly a dynamic and evolving profession, especially in the digital age,” says Vieira. “*Public Relations Planning: A Strategic Approach* responds to the recent changes in required skills, new technologies, and the globalization and diversification of the business climate. This text enables readers and students of public relations to plan and effectively implement strategic communication campaigns. The book takes students where they need to go to make them competitive in the strategic communications profession.”

The book has been recommended by the International Public Relations Association and is designed for practitioners in training or students who wish to develop an understanding of the systematic process of public relations and knowledge of its interdependent and moving components.

Dr. Vieira has more than 30 years of experience in marketing communication and strategic marketing. He teaches numerous courses at both the undergraduate and graduate levels including quantitative research methodologies, marketing research, consumer behavior, public relations, and integrated marketing. He earned his Ph.D. in Communication Sciences from the University of Connecticut; his M.B.A. in Management from Bryant University; and his B.A. in Political Science from Rhode Island College. Dr. Vieira is the recipient of teaching awards from the University of Hartford and American Intercontinental University, and has been guest lecturer at several schools in the Boston area.

The 530-page book is published by Routledge, a leading global publisher of academic books, journals and online reference that serves scholars, instructors, and professional communities worldwide and is now available on Amazon.

About Simmons University

Simmons University (www.simmons.edu) is a nationally recognized private university located in the heart of Boston. Founded as a women’s college in 1899, Simmons is dedicated to innovative teaching and engaged learning. Simmons University offers the only undergraduate program for women in Boston and numerous graduate programs open to all. Follow Simmons on Twitter at [@SimmonsUniv](https://twitter.com/SimmonsUniv) and [@SimmonsNews](https://twitter.com/SimmonsNews), and on Linked In at www.linkedin.com/simmons-university.