

เชิงอรรถ

บทที่ 1

1. Freitag, A.R. (1998). PR Planning Primer: Bite-sized morsels make it simple. **Public Relations Quarterly.** 43(1), 14-17.
2. Lawson, R. (2006). **The PR Buzz Factor: How using public relations can boost your business.** Thomson-Shore, Inc. p.5.
3. Grunig, J. E. and Hunt, T. (1984). **Managing Public Relations.** Holt, Rinehart & Winston. p. 6.
4. Cutlip, S. M. and Center, A. (1978). **Effective Public Relations.** (Fifth edition). Prentice-Hall, Inc. p. 8.
5. Wilcox, D.L., Cameron, G.T., Ault, P.H. & Agee, W.K. (2003). **Public Relations Strategies and Tactics.** (Seventh Edition). Pearson Education, Inc. p. 3.
6. Jefkins, F. (1985). **Effective PR Planning.** (Second edition). Foto Direct Limited. p. 4.
7. Wilcox, D.L., Cameron, G.T., Ault, P.H. & Agee, W.K. (2003). p. 4.
8. Simon, R. (1980). **Public Relations: Concepts and practices.** (Second edition). Grid Publication, Inc. p. 9.
9. Guth, D.W. & Marsh, C. (2003). **Public Relations: A values-driven approach.** (Second Edition). Pearson Education, Inc. p.6.
10. Wilcox, D.L., Cameron, G.T., Ault, P.H. & Agee, W.K. (2003). p. 4.
11. Weiner, M. (2006). p. 4.
12. Wilcox, D.L., Cameron, G.T., Ault, P.H. & Agee, W.K. (2003). p. 23-24.
13. Griffin, R.W. & Pustay, M.W. (1998). **International Business: A managerial perspective.** (Second Edition). Prentice-hall, Inc., p. 27.
14. Weiner, M. (2006). **Unleashing the power of PR: a contrarian's guide to marketing and communication.** Jossey-Bass. p.107.
15. Ibid. p.108.
16. Wilcox, D.L., Cameron, G.T., Ault, P.H. & Agee, W.K. (2003). p. 110.
17. Hill, C.W.L. and Jones, G.R. (2001). **Strategic Management: An analytical approach.** (Fifth edition). Boston: Houghton Mifflin.
18. Lawson, R. (2006). **The PR Buzz Factor: How Using Public Relations Can Boost Your Business.** Thomson-Shore, Inc. p. 76.

19. Weiner, M. (2006). p. 4.
20. Newsom, D., Turk, J. V. & Kruckeberg, D. (2004). **This Is PR: The Realities of Public Relations**. Wadsworth Thomson Learning, Inc. p. 67-69.
21. Matera, F.R. & Artigue, R.J. (2000). **Public Relations Campaigns and Techniques: Building Bridges into the 21st Century**. A Pearson Education Company. p.3.
22. Newsom, D., Turk, J. V. & Kruckeberg, D. (2004). p. 5.
23. Baines, P., Egan, J. & Jefkins, F. (2004). **Public Relations: Contemporary issues and techniques**. Elsevier Butterworth-Heinemann. p.5.
24. Lukaszewski, J.E. (2001). How to develop the mind of a strategist (Part 2 of 3). **Communication World**. 18(4), 26-28.
25. Weiner, M. (2006). p.3.
26. Ibid., p. xiii.
27. www.prweek.com
28. Lukaszewski, J.E. (2001). P.26.

บทที่ 2

1. Center, A. H. and Walsh, F. E. (1981). **Public Relations Practices: Case studies**. (Second edition). Prentice-Hall Inc. p. 6
2. Bernhardt, K. L. and Kinnear, T. C. (1978). **Cases in Marketing Management**. Business Publication, Inc. p. 3.
3. Nolte, L. W. (1979). **Fundamental of Public Relations: Professional guidelines, concept and integration**. (Second edition). Permagon Press, inc. p. 23-31.

บทที่ 3

1. Cutlip, M.S., Center, A.H. & Broom, G.M. (2000). **Effective Public Relations**. (Eighth Edition). Prentice-Hall International, Inc. p.346.
2. Parsons, P.J. (2003). **A Manager's Guide to PR Projects: A practical approach**. Mahwah, New Jersey. Lawrence Erlbaum Associates, Inc. p. 15.
3. Center, A.H. & Walsh, F.E. (1981). **Public Relations Practices: Case studies**. (Second edition). Prentice-Hall, Inc. p. 10.
4. Ibid. p.9.
5. Ibid. p.10.

6. Parsons, P.J. (2003). **A Manager's Guide to PR Projects: A practical approach.** Mahwah, New Jersey. Lawrence Erlbaum Associates, Inc. p. 15.
7. Ibid. P.18.
8. Cutlip, M.S., Center, A.H. & Broom, G.M. (2000). p. 348.
9. Ibid. p.350.
10. Simon, R. (1980). **Public Relations: Concept and practices.** (Second Edition). Grid Publishing, Inc. p. 237.
11. Ibid. p.238.
12. Lawson, R. (2006). **The PR Buzz Factor: How using public relations can boost your business.** Thomson-Shore, Inc. p. 87.
13. Ibid. p.88.
14. Cutlip, M.S., Center, A.H. & Broom, G.M. (2000). p. 351.
15. Ibid. p. 347.
16. Parsons, P.J. (2003). p.12.
17. Ibid. p.13.
18. Simon, R. (1980).
19. Jefkins, F. (1985). **Effective PR Planning.** (Second edition). Foto Direct Limited. p. 19.

บทที่ 4

1. Matera, F.R. & Artigue, R. J. (2000). **Public Relations Campaigns and Techniques: Building Bridges into the 21st Century.** Allyn and Bacon. p. 75.
2. Simon, R. (1980). **Public Relations – Concept and Practices.** (Second Edition). Grid Publishing, Inc. p. 163.
3. Wilcox, D.L., Cameron, G.T., Ault, P.H. & Agee, W.K. (2003). **Public Relations: Strategies and Tactics.** (Seventh Edition). Pearson Education, Inc. p.126.
4. Guth, D.W. & Marsh, C. (2003). **Public Relations: A values-driven approach.** (Second Edition). Pearson Education, Inc. p.205.
5. Ibid. p. 207-8.
6. Lindenmann, W. K. (2006). **Public Relations Research for Planning and Evaluation.** Institute of Public Relations. www.instituteforpr.org
7. Guth, D.W. & Marsh, C. (2003). p. 210.
8. Ibid. p.211.
- 9, 10. Wilcox, D.L. et al (2003). p.137.

11. Newsom, D., Turk, J. V. & Kruckeberg, D. (2004). **This Is PR: The realities of public relations**. Wadsworth Thomson Learning, Inc. p.101.
12. Wilcox, D.L. et al (2003). p.139.
13. Ibid. p.141.
14. Ibid. p.140.
15. Ibid. p.141.
- 16, 17. Palmer, C. (2000). E-Research in Focus. **ADWEEK**. July 17. 22(29), 8.
18. Lindenmann, W. K. (2006).

บทที่ 5

1. Matera, F.R. & Artigue, R.J. (2000). **Public Relations Campaigns and Techniques: Building bridges into the 21st century**. A Pearson Education Company. p.218.
2. Guth, D.W. & Marsh, C. (2003). **Public Relations: A Values-Driven Approach**. (Second Edition). Pearson Education, Inc. p.238.
3. Freitag, A.R. (1998). PR Planning Primer: Bite-sized morsels make it simple. **Public Relations Quarterly**. 43(1), 14-17.
4. Weiner, M. (2006). **Unleashing the power of PR: A contrarian's guide to marketing and communication**. Jossey-Bass. p. 80.
5. Ibid., p. 99.
- 6, 7. (1999). **Guidelines for Setting Measurable Public Relations Objectives**. Commission on PR Measurement and Evaluation. Institute for Public Relations.
www.Instituteforpr.com
8. Weiner, M. (2006). p.97.
9. Ibid. p.99.
10. Hendrix, J.A. (1995). **Public Relations Cases**. (Third edition). Wadsworth Publishing Company. p. 22-25.
11. Baines, P., Egan, J. & Jenkins, F. (2004). **Public Relations: Contemporary issues and techniques**. Elsevier Butterworth-Heinemann. p.113.
12. Jenkins, F. (1985). **Effective PR Planning**. (Second edition). Foto Direct Limited. p. 29.

บทที่ 6

1. Grunig, J. E. & Hunt, T. (1984). **Managing Public Relations**. Holt, Rinehart and Winston. p. 143.

2. Ibid. p. 143-144.
3. Lawson, R. (2006). **The PR Buzz Factor: How Using Public Relations Can Boost Your Business.** Thomson-Shore, Inc. p. 105.
4. Freeman, R.E. (1984). **Strategic Management: A stakeholder approach.** Boston: Pitman Publishing, p.
5. Lawson, R. (2006). p.105.
6. Jefkins, F. (1985). **Effective PR Planning.** (Second edition). Foto Direct Limited. p.76.
7. Guth, D.W. & Marsh, C. (2003). **Public Relations: A values-driven approach.** (Second Edition). Pearson Education, Inc. p.102-105.
8. Ibid. p.112.
9. Baines, P., Egan, J. & Jefkins, F. (2004). **Public Relations: Contemporary issues and techniques.** Elsevier Butterworth-Heinemann, p.121.
10. Guth, D.W. & Marsh, C. (2003). p.117.
11. Baines, P., Egan, J. & Jefkins, F. (2004). p.116.
12. Guth, D.W. & Marsh, C. (2003). p.110.
13. Ibid. p. 98.
14. Ibid. p. 94-96.
15. Ibid. p. 98.
16. Rawlins, B.L. (2006). Prioritizing Stakeholders for Public Relations. Institute for Public Relations. www.instituteforpr.org
17. Lawson, R. (2006). p. 108-114.
18. Guth, D.W. & Marsh, C. (2003). p.97-98.
19. Lawson, R. (2006). p. 107.
20. Guth, D.W. & Marsh, C. (2003). p.99-101.
21. Ibid. p.96-97.
22. Lawson, R. (2006). p. 119.

บทที่ 7

- 1, 2, 3. Luthans, F. (1973). **Organizational Behavior: A modern behavioral approach to management.** McGraw-Hill Book Company. p. 178.
4. Daugherty, E. (2003). Strategic planning in public relations: a matrix that ensures tactical soundness. **Public Relations Quarterly.** 48(1), 21-31.

5. Weiner, M. (2006). **Unleashing the power of PR: A contrarian's guide to marketing and communication.** Jossey-Bass. p.123.
6. http://pr.typepad.com/pr_communications/2003/10/what_is_a_pr_si.html
7. Wilcox, D. L. (2005). **Public Relations: Writing and Media Techniques.** (Fifth Edition). International Edition. Pearson Education, Inc. p.93.
- 8, 9, 10. Wilcox, D.L., Cameron, G.T., Ault, P.H. & Agee, W.K. (2003). **Public Relations: Strategies and tactics.** (Seventh Edition). Pearson Education, Inc. p.227-228.

บทที่ 8

1. Wilcox, D. L. (2005). **Public Relations: Writing and Media Techniques.** (Fifth Edition). International Edition. Pearson Education, Inc. p.377.
2. http://www.emarketer.com/Report.aspx?bband_world_jun06
3. www.sifry.com
- 4, 5. Cutlip, M.S., Center, A.H. & Broom, G.M. (2000). **Effective Public Relations.** (Eighth Edition). Prentice-Hall International, Inc. p.308.
6. Ibid. p.
7. Ibid. p. 291.
8. Ibid. p.
9. Wilcox, D. L. (2005). p.421.
10. Ibid. p.497.
11. Ibid. p.476.
12. Ibid. p.521.

บทที่ 9

1. Parsons, P.J. (2003). **A Manager's Guide to PR Projects: A practical approach.** Mahwah, New Jersey. Lawrence Erlbaum Associates, Inc. p. 37.
2. Matera, F.R. & Artigue, R.J. (2000). **Public Relations Campaigns and Techniques: Building bridges into the 21st century.** A Pearson Education Company. p.107.
3. Weiner, M. (2006). **Unleashing the power of PR: A contrarian's guide to marketing and communication.** Jossey-Bass. p. 24.
4. Ibid. p.24.
5. Baines, P., Egan, J. & Jenkins, F. (2004). **Public Relations: Contemporary issues and**

- techniques.** Elsevier Butterworth-Heinemann, p.22.
6. Cutlip, M.S., Center, A.H. & Broom, G.M. (2000). **Effective Public Relations.** (Eighth Edition). Prentice-Hall International, Inc. p.346.
 7. Jefkins, F. (1985). **Effective PR Planning.** (Second edition). Foto Direct Limited. p.76.
 8. Parsons, P.J. (2003). p.36.

บทที่ 10

1. Guth, D.W. & Marsh, C. (2003). **Public Relations: A values-driven approach.** (Second Edition). Pearson Education, Inc. p.327.
2. Snell, F. M. (1969). "Becoming A Specialist of the Spoken Word : The Presenter, The Structure of the Presentation and the Work". **A Handbook for the Advertising Agency Account Executive.** AAAA. p. 87.
3. Weiner, M. (2006). **Unleashing the power of PR: a contrarian's guide to marketing and communication.** Jossey-Bass. p.42.
4. Parsons, P.J. (2003). **A Manager's Guide to PR Projects: A practical approach.** Mahwah, New Jersey. Lawrence Erlbaum Associates, Inc. p. 57.
5. Ibid. p58.
6. Ibid. p.60.
7. Ibid. p.64.
8. Guth, D.W. & Marsh, C. (2003). p.327.
9. Ibid. p.328.
- 10, 11. Ibid.p.329.
12. Ibid. p.330.
13. Ibid. p.331.
14. Ibid. p.329.
15. Batra, R., Myers, J.G. & Aaker, D.A. (1996). **Advertising Management.** (Fifth Edition). Prentice Hall International Edition., p.191.

บทที่ 11

1. Parsons, P.J. (2003). **A Manager's Guide to PR Projects: A practical approach.** Mahwah, New Jersey. Lawrence Erlbaum Associates, Inc. p. 40.
2. Ibid. p. 37.
- 3, 4. Ibid. p.36.

5. Ibid. p.38.
6. Ibid. p.37.
- 7, 8. Bovee, C.L., Thill, J.V., Wood, M.B. & Dovel, G.P. (1993). **Management**. McGraw Hill Company. p.228.
9. Ibid. p.39.
10. Henslowe, P. (1999). **Public Relations : A practical guide to the basics**. Kogan press. p.25.

บทที่ 12

1. Wilcox, D. L. (2005). **Public Relations: Writing and media techniques**. (Fifth Edition). International Edition. Pearson Education, Inc. p.305.
2. Ibid. p. 307.
3. Ibid. p. 305.
4. Baines, P., Egan, J. & Jefkins, F. (2004). **Public Relations: Contemporary issues and techniques**. Elsevier Butterworth-Heinemann. p.161.
5. Ibid. p. 135.
- 6, 7, 8. Guth, D.W. & Marsh, C. (2003). **Public Relations: A values-driven approach**. (Second Edition). Pearson Education, Inc. p.274.
9. Ibid. p.275.
10. Newsom, D., Turk, J. V. & Kruckeberg, D. (2004). **This Is PR: The realities of public relations**. Wadsworth Thomson Learning, Inc. p.281.
11. Wilcox, D. L. (2005). p.216.
12. Ibid. p.212.
13. Cutlip, M.S., Center, A.H. & Broom, G.M. (2000). **Effective Public Relations**. (Eighth Edition). Prentice-Hall International, Inc. p.313.
14. Wilcox, D.L., Cameron, G.T., Ault, P.H. & Agee, W.K. (2003). **Public Relations: strategies and tactics**. (Seventh Edition). Pearson Education, Inc. p.516.
15. Grunig, J. E. and Hunt, T. (1984). **Managing Public Relations**. Holt, Rinehart and Winston. p. 440.
16. Wilcox, D.L., Cameron, G.T., Ault, P.H. & Agee, W.K. (2003). p.517.
17. Baines, P., Egan, J. & Jefkins, F. (2004). **Public Relations: Contemporary issues and techniques**. Elsevier Butterworth-Heinemann, p.193.
18. Wilcox, D. L. (2005). p.319.

19. Baines, P., Egan, J. & Jenkins, F. (2004). p.195.
20. Wilcox, D. L. (2005). p.323.
21. Baines, P., Egan, J. & Jenkins, F. (2004). p.172.
22. Wilcox, D. L. (2005). p.94.
23. Ibid. p.100.
24. Wilcox, D. L. (2005). p.329.
25. Newsom, D., Turk, J. V. & Kruckeberg, D. (2004). p.279.
26. Ibid. p.329.
27. Cutlip, M.S., Center, A.H. & Broom, G.M. (2000). p.323.
- 28, 29, 30. Wilcox, D. L. (2005). p.329.

บทที่ 13

1. Weiner, M. (2006). **Unleashing the power of PR: A contrarian's guide to marketing and communication.** Jossey-Bass. p.136.
2. Ibid. p. xv.
3. Ibid. p. xiv.
4. Cutlip, M.S., Center, A.H. & Broom, G.M. (2000). **Effective Public Relations.** (Eighth Edition). Prentice-Hall International, Inc. p. 430.
5. Wilcox, D.L., Cameron, G.T., Ault, P.H. & Agee, W.K. (2003). **Public Relations: Strategies and tactics.** (Seventh edition). Pearson Education, Inc. p. 193.
6. Matera, F.R. & Artigue, R. J. (2000). **Public Relations Campaigns and Techniques: Building bridges into the 21st Century.** Allyn and Bacon. p. 256.
7. Wilcox, D. L. et al. (2003). p. 193.
8. Lukaszewski, J.E. (2001). How to develop the mind of a strategist (Part 2 of 3). **Communication World.** 18(4), 26-28.
9. Wilcox, D. L. et al. (2003). p. 195.
10. Freitag, A.R. (1998). How to measure what we do. **Public Relations Quarterly.** 43(2), 42-47.
11. Weiner, M. (2006). p.136.
12. Wilcox, D. L. et al. (2003). p. 195.
- 13, 14. Ibid. p. 197.
15. Ibid. p. 200.
- 16, 17. Weiner, M. (2006). p. 63.

18. Weiner, M. (2006). p.145.
19. Weiner, M. (2006). p.92.
- 20, 21. Weiner, M. (2006). p.150
22. Weiner, M. (2006). p.93.
23. Wilcox, D. L. et al. (2003). p. 205.
24. Ibid. p.201.
25. Ibid. p.202.
- 26, 27. Wilcox, D. L. et al. (2003). p. 204.
28. Matera, F.R. & Artigue, R. J. (2000). p. 161.
29. Procter- Rogers, C. (2006). Op-ed: Benchmarking is valuable PR tool. www.prsa.com
30. Simon, R. (1980). **Public Relations: Concept and practices**. (Second Edition). Grid Publishing, Inc. p. 350.
31. Wilcox, D.L. (2005). **Public Relations: Writing and media techniques**. Pearson Education, Inc. p. 564.
32. Weiner, M. (2006). p.194-196.
- 33, 34. Ibid. p. 160.
- 35, 36. Center, A.H. & Walsh, F.E. (1981). **Public Relations Practices: Case studies**. (Second edition). Prentice-Hall, Inc. p. 16.