

Must-read books on Public Relations

--> "[Contagious: Why Things Catch On](#)" by Jonah Berger

Description: This New York Times bestseller takes a stab at explaining why certain products and ideas go viral. The book by Jonah Berger provides a set of actionable techniques for helping information spread, perfect for any PR pro hoping their story will catch on.

--> "[Everybody Writes](#)" by Ann Handley

Description: Ann Handley's latest offers lessons and rules that apply across all digital platforms, from websites to blog posts to emails and more.

--> "[Spin Sucks: Communication and Reputation Management in the Digital Age](#)" by Gini Dietrich

Description: Gini Dietrich has collected all of the cutting-edge tips and tools for effective and ethical communications she's learned into an actionable guide for business leaders and PR pros.

--> "[The New Rules of Marketing and PR](#)" by David Meerman Scott

Description: In this book, David Meerman Scott shows you how to leverage the potential of online communication, including how to use it to speak directly with customers or clients and build long-lasting relationships with those who make your company work.

--> "[The Business of Persuasion](#)" by Harold Burson

Description: Lauded as the "must-read book on public relations," The Business of Persuasion is a business memoir of the 96-year-old founder of Burson-Marsteller.

In the book, readers will learn what public relations entail through personal and professional examples.

--> "[The Little Book of Big PR: 100+ Quick Tips to Get Your Business Noticed](#)" by Jennefer Witter

Description: Written for small business owners and entrepreneurs not fluent in the art of PR, this book still has plenty to share with novices and experts in the field, from how to craft the perfect pitch to tips for dealing with reporters.

--> "[Known](#)" by Mark Schaefer

Description: Perfect for PR pros looking to break out on their own, "Known" is a collection of case studies, exercises and personal branding stories from some of the world's most successful people spanning industries like banking, education, fashion and more.

--> "[Trust Me, I'm Lying: Confessions of a Media Manipulator](#)" by Ryan Holiday

Description: In the book, Holiday explores the current media landscape and how it can be influenced, while the second half delves into the consequences of those actions. This book is a must-read for anyone who works with or for—or who consumes—the media.

--> "[Crystallizing Public Opinion](#)" by Edward L. Bernays

Description: A fascinating look into early 20th century PR.

--> "[The Global PR Revolution: How Thought Leaders Succeed in the Transformed World of PR](#)" by Maxim Behar

Description: In The Global PR Revolution, public relations expert Maxim Behar shows readers how to master current approaches, create content that meets a client's needs, and evolve with ever-changing trends.