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## PR JOBS - TIPS TO BEING A SUCCESSFUL PR PROFESSIONAL

In earlier times when the market was a monopolistic one, PR was not absolutely necessary. But since the market has changed into a competitive one PR has assumed great role in the market. There are several brands selling the same product. Therefore there is a great competition between brands selling the same type of product. This has given rise to what we call "brand wars". A good PR function of a company gives that company an edge over the rival companies. PR is necessary not only for private companies but PR is an important function of the government sector as well. The PR department consists of PR officials. They should possess knowledge on a wide variety of subjects such as social sciences, economics, history, psychology etc. this will give them a deeper insight into the minds of men. PR requires a greater understanding of the psychology of individuals. PR jobs require you to meet people and communicate with them all the time. So PR professionals must have great communication skills. PR professionals should have good personality and should be able to carry themselves well. Being presentable is very important in PR jobs. Those in PR jobs must be at ease with people from all walks of life. They will be meeting several people due to their jobs and many of them will be different from themselves in terms of cultural background, educational background, family background etc. but it is the duty of PR professionals to be at ease with all these people who are different from them. PR professionals must possess the ability to analyze issues and conditions. They should observe all situations carefully and if they spot any difficult situation, from which threats might erupt later they should immediately report them to the management wing. PR people should walk hand in hand with the management wing of the company. They should never try to dislodge the management from their positions. They should avoid all friction with the management and cooperate with them for the benefit of the company. Honesty is very important for those working in Public relations jobs. There should be no under table activities. They should be absolutely honest with the media. In case they try to cover up some loopholes the media will surely discover that later. Then the situation will get out of hand. These days media nothing can escape media attention. PR jobs at all levels, be it PR internships or entry level PR jobs to executive rank jobs are all very hectic. PR professionals must be ready to work for long hours without any inhibitions.

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