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[EFFECTIVE PUBLIC RELATIONS UPPER SADDLE RIVER,NEW JERSEY 07458 9 TH EDITION SCOTT M. CUTLIP, APR, PRSA FELLOW Dean Emeritus Henry W. Grady College of Journalism and Mass Communication](#)
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In 1952 he co-wrote the first edition of Effective Public Relations with Allen H. Center. This textbook was reissued in the 11th edition in 2012.. In 1957 Cutlip produced a bibliography on public relations (updated in 1965), and in 1965 he authored a book on fundraising in the United States.

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