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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.

### Scott Cutlip - Wikipedia

Effective Public Relations is a book published in 1952 by University of Wisconsin professor Scott M. Cutlip and Allen H. Center.It was the first textbook in the field of public relations and introduced the "Seven Cs of communication".

### Effective Public Relations - Wikipedia

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