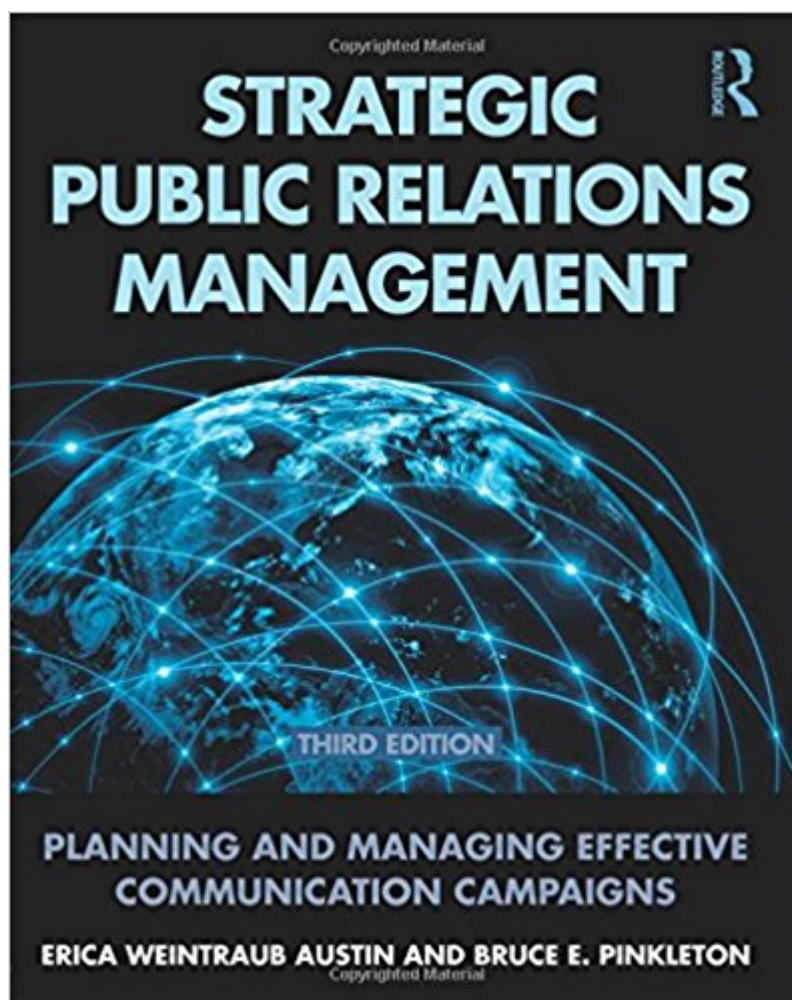




Ebook Directory
the best source of ebook

The book was found

Strategic Public Relations Management: Planning And Managing Effective Communication Campaigns (Routledge Communication Series)





Synopsis

Strategic Public Relations Management features an applied approach to evidence-based, strategic public relations management. It emphasizes understanding audiences through research and demonstrates success through quantitative evaluation methods. The volume presents a scientific approach that helps future and current practitioners understand and communicate the value of public relations to others, using performance metrics to demonstrate return on investment. New to the third edition: New examples on the effective use of digital communication and online research tools; Updated guidance on researching using digital tools and social media; New examples that provide a more accessible pathway to real-world application. In addition to these new features, the book covers: Creating a framework for planning; Up-to-date research tools and how to develop a research plan; Gathering useful data for strategic guidance; Real-world examples that provide readers with realistic cases and situations; Applying theory to professional practice. The book's accessibility will be welcomed by instructors and students with definitions of terms, a how-to approach, and an accessible style of writing throughout.

Book Information

Series: Routledge Communication Series (Book 10)

Paperback: 398 pages

Publisher: Routledge; 3 edition (February 15, 2015)

Language: English

ISBN-10: 0415517699

ISBN-13: 978-0415517690

Product Dimensions: 7.4 x 0.9 x 9.2 inches

Shipping Weight: 1.3 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars 1 customer review

Best Sellers Rank: #86,214 in Books (See Top 100 in Books) #71 in Books > Business & Money > Marketing & Sales > Public Relations #626 in Books > Business & Money > Education & Reference #945 in Books > Textbooks > Business & Finance > Economics

Customer Reviews

Erica Weintraub Austin is the Professor and Director of the Center of Media and Health Promotion at Washington State University. Bruce E. Pinkleton is Professor and Associate Director of the Murrow Center for Media and Health Promotion Coordinator at Washington State University.

Austin & Pinkleton (2015) shed light on various topics of PR in the professional world. Everything from the importance of credibility to oral presentations are featured. The book informed current knowledge of the profession.

[Download to continue reading...](#)

Strategic Public Relations Management: Planning and Managing Effective Communication Campaigns (Routledge Communication Series) Planning and Managing Public Relations Campaigns: A Strategic Approach (PR in Practice) Strategic Communications Planning for Effective Public Relations and Marketing 5th (fifth) edition Strategic Planning for Public and Nonprofit Organizations: A Guide to Strengthening and Sustaining Organizational Achievement (Bryson on Strategic Planning) A Strategic Understanding of UN Economic Sanctions: International Relations, Law and Development (Routledge Advances in International Relations and Global Politics) Applied Public Relations: Cases in Stakeholder Management (Routledge Communication Series) Strategic Planning for Public Relations Public Relations and Social Media for the Curious: Why Study Public Relations and Social Media? (A Decision-Making Guide to College Majors, Research & Scholarships, and Career Success) A Portfolio Management Approach to Strategic Airline Planning: An Exploratory Investigative Study on Services Management (European University Studies: Series 5, Economics and Management. Vol. 2052) An Overview to the Public Relations Function (Public Relations Collection) Effective Implementation In Practice: Integrating Public Policy and Management (Bryson Series in Public and Nonprofit Management) Pitch, Tweet, or Engage on the Street: How to Practice Global Public Relations and Strategic Communication Sport Public Relations - 2nd Edition: Managing Stakeholder Communication Social Media Campaigns: Strategies for Public Relations and Marketing Piercing the Heartland: A History and Tour Guide of the Tennessee and Kentucky Campaigns (Civil War Campaigns Series) Paths to Victory: A History and Tour Guide of the Stone's River, Chickamauga, Chattanooga, Knoxville, and Nashville Campaigns (Civil War Campaigns Series) Labor Relations in the Public Sector, Fifth Edition (Public Administration and Public Policy) The Fredericksburg Campaign : October 1862-January 1863 (Great Campaigns Series) (Great Campaigns of the Civil War) Routledge Handbook of Public Aviation Law (Routledge Handbooks) Reputation Management: The Key to Successful Public Relations and Corporate Communication

Contact Us

DMCA

Privacy

FAQ & Help