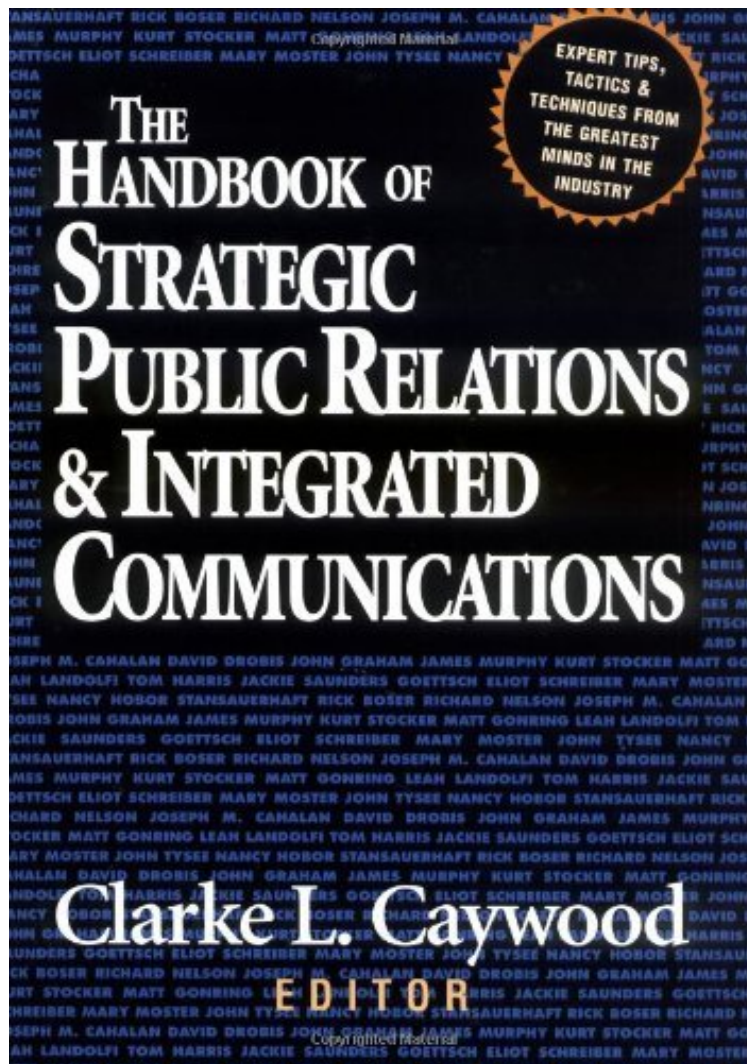


The Handbook of Strategic Public Relations and Integrated Communications

Clarke L. Caywood

ebooks / Download PDF / *ePub / DOC / audiobook



[Download](#)

[Read Online](#)

#2200488 in eBooks 1997-05-22 1997-05-22 File Name: B0026ZOTYA | File size: 66.Mb

Clarke L. Caywood : The Handbook of Strategic Public Relations and Integrated Communications before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Handbook of Strategic Public Relations and Integrated Communications:

0 of 0 people found the following review helpful. the book look like brand new..but.By Shilong Lijust no cover...i have a little bit disppoint..but its good..the book is really new..by the way...there are some high line in the book..maybe you can let me know..before i purchase the book..0 of 2 people found the following review helpful. Good TransactionBy Stephanie M. GrunerHe/she was a good seller and I received the item within a reasonable amount of time and it was in good condition.19 of 23 people found the following review helpful. Wide-Ranging and Super

InformativeBy A CustomerThe Handbook of Strategic Public Relations and Integrated Communications is a thorough piece of work that covers the entire gamut of the public relations industry, from dealing with clients to dealing with the media, from crises to working with marketing. An extremely useful guide, it is not quite as up-to-date with the latest in the technological age. For that, Michael Levine's Guerrilla PR: Wired is an excellent supplement. Not as wide-ranging as the Handbook, Guerrilla PR: Wired zeroes in on cost-effective public relations strategies and tactics. The Handbook of Effective Public Relations and Integrated Communications has numerous well-respected members in the public relations and marketing fields contributing their wisdom and experience, letting everyone know what the higher ranking people have learned, the tools to success.

As the media grows more ruthless, the role of public relations has become increasingly complex and critical. Savvy businesspeople know that how a company conveys and maintains its image has never been more importantshy;shy;or more challenging. The Handbook of Strategic Public Relations Integrated Communications is the definitive guide for communications professionals. Featuring the expertise of the world's foremost public relations and marketing authorities, it is the first book of its kind to combine the art and science of marketing, public relations and communications in one single resource. An indispensable reference guide to the best practices in every industry, this handbook features more than 40 information-packed chapters authored by the best minds in the business and covers cutting-edge tips, topics and techniques such as:Crisis managementMarketing public relationsClient-agency relationshipsEnvironmental public relationsHigh-tech PRAnd more!

About the AuthorMcGraw-Hill authors represent the leading experts in their fields and are dedicated to improving the lives, careers, and interests of readers worldwide