

## Brand Journalism

Andy Bull

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ANDY BULL

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**Andy Bull : Brand Journalism** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Brand Journalism:

1 of 1 people found the following review helpful. Also describes the perfect media for brand contents By Luis Gabriel Pineda All about the rising trend of communication and marketing is here. Brand Journalism is a new field of study in communication and a new point of view about journalism and communications. In this book, Andy Bull describe the principles and give guidelines to produce contents for brands, using journalist criteria and techniques. He parts from

the definitions, including, the strategy process, decision making, production (writing, recording, broadcasting), and postproduction. Also describes the perfect media for brand contents. But the amazing part is the web complements provided by the author in the book website for the book buyers. La producción de contenidos de marca o corporativos es un nuevo campo de aplicación de las comunicaciones y del periodismo. Y toda la información sobre esta nueva tendencia está contenida en este libro. Andy Bull describe los principios y lineamientos para producir contenidos de marca, utilizando técnicas y criterios del periodismo. Parte desde las definiciones, la creación de estrategias, la toma de decisiones y aborda los procesos de producción para contenidos impresos, tradicionales y digitales. Y lo mejor de todo es que cada parte del libro tiene un complemento virtual en una página de internet habilitada para los lectores.

Responding to the newly-emerging trend of organisations hiring journalists to create content on their behalf, Brand Journalism is the first comprehensive, practical guide to this hybrid form of traditional journalism, marketing and public relations. This textbook takes a direct and practical approach to the subject, showing journalists and journalism students how they can apply their skills to working for a brand, and showing those who work for non-media organisations how their organisation can acquire the skills necessary to become a multimedia publisher. Areas covered include: Establishing the audience your brand wants to engage with; Identifying your organisation's business goals; Developing a brand journalism strategy to help deliver those business goals; Measuring the results of your brand journalism strategy. The book also features a wealth of case studies on the subject and offers an invaluable companion website - [www.brand-journalism.co.uk](http://www.brand-journalism.co.uk).

About the Author Andy Bull has held senior positions at The Times, AOL, The Independent, the Mail on Sunday and the Sunday Express. He has produced brand journalism on behalf of organisations including Amnesty International, HSBC, Harrods, 20th Century Fox and Parlophone. He teaches at the London School of Journalism, and is author of Multimedia Journalism: A Practical Guide.