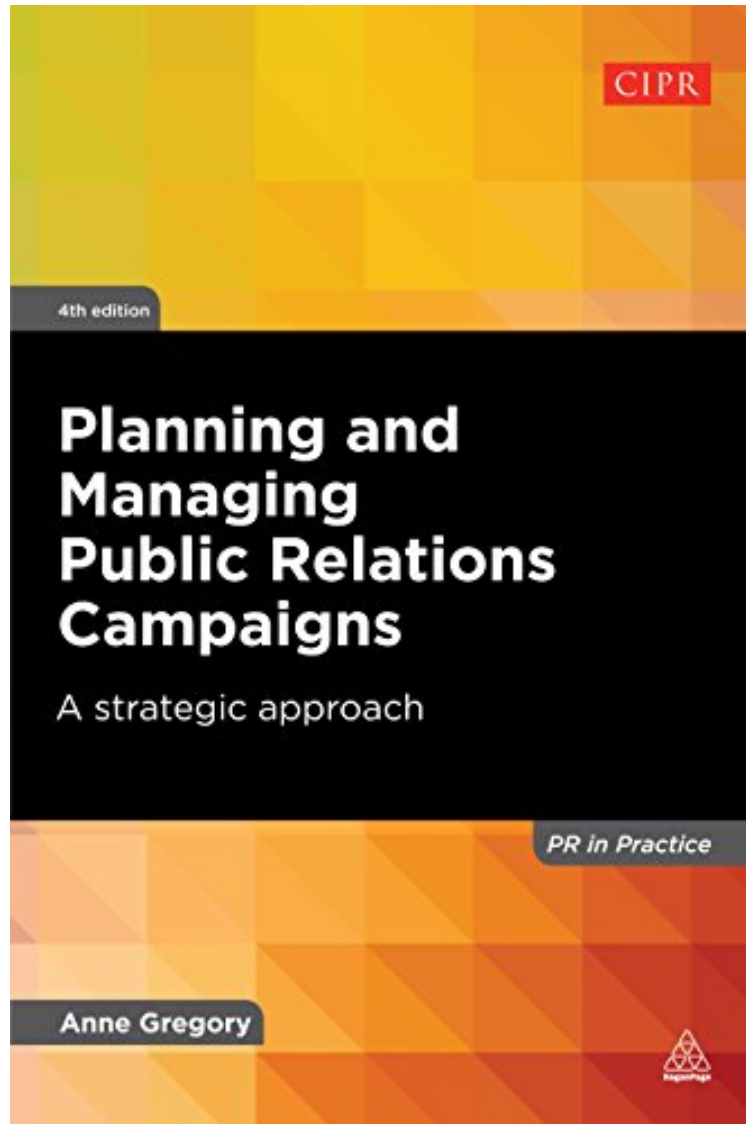


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Planning and Managing Public Relations Campaigns: A Strategic Approach (PR In Practice)

Anne Gregory

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Anne Gregory : Planning and Managing Public Relations Campaigns: A Strategic Approach (PR In Practice) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Planning and Managing Public Relations Campaigns: A Strategic Approach (PR In Practice):

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Getting a public relations campaign or programme off the ground can seem overwhelming. Planning and Managing

Public Relations Campaigns provides a blueprint for all practitioners. Practical and easy to read, the book presents a 12-point plan for ensuring success of campaigns of all sizes, covering many vital areas including the role of public relations in organizations, the importance of context, research and analysis, setting objectives, strategy and tactics, timescales and resources, evaluation and review. Supported by online resources, including best practice case studies, Planning and Managing Public Relations Campaigns is widely regarded as one of the best 'how-to' guides for students and practitioners. This fully updated fourth edition features new developments in public relations, including social media, along with new case studies including WRAP's Love Food, Hate Waste campaign; The Sleep Pod Hotel Media Tour; McArthur River Mining; AkzoNobel's Corporate Revolution; the UK Department of Culture, Media Sport's First World War Centenary Commemorations; and Lanson's campaign for unbiased.co.uk. About the PR in Practice series: Published in collaboration with the Chartered Institute of Public Relations (CIPR), the PR in Practice series consists of accessible, practical introductions to day-to-day public relations practice and management issues. The series' action-oriented approach keeps practitioners' knowledge and skills up to date.

"A complete, comprehensive, up to date, and thoroughly 'user friendly' course of instruction under one cover, "Planning and Managing Public Relations Campaigns: A Strategic Approach" is very highly recommended for professional, corporate community, and academic library collections." (er's Bookwatch, Logan's Bookshelf Midwest Book) About the Author Professor Anne Gregory is a professor of public relations and a leading international academic. She is Director of the Centre for Public Relations Studies in the Faculty of Business and Law at Leeds Metropolitan University. Before becoming an academic, Gregory spent many years in public relations practice and has experience at a senior level both in-house and in consulting. She remains involved in consulting work and is a board-level advisor to a number of large organizations. She is also the series editor for the PR in Practice books and author of Public Relations in Practice in this series (Kogan Page).