

Public Relations and the Social Web: How to Use Social Media and Web 2.0 in Communications

Rob Brown

*DOC | *audiobook | ebooks | Download PDF | ePub*



PUBLIC RELATIONS
AND THE
SOCIAL WEB
How to use social media
and web 2.0 in
communications

ROB BROWN



DOWNLOAD



READ ONLINE

#3941287 in eBooks 2009-04-03 2009-04-03 File Name: B00AXDJHE4 | File size: 50.Mb

Rob Brown : Public Relations and the Social Web: How to Use Social Media and Web 2.0 in Communications before purchasing it in order to gauge whether or not it would be worth my time, and all praised Public Relations and the Social Web: How to Use Social Media and Web 2.0 in Communications:

The effect of the internet on public relations is the single biggest subject of current conversation in the public relations

industry. As the world of communications changes beyond recognition, those seeking to communicate must revise and revolutionise their approach. *Public Relations and the Social Web* explores the way in which communications is changing and looks at what this means for communicators working across a range of industries, from entertainment through to politics. The book examines emerging public relations practices in the digital environment and shows readers how digital public relations campaigns can be structured. Including information on new communication channels such as blogs, wikis, RSS, social networking and SEO, *Public Relations and the Social Web* is essential reading for public relations practitioners, students of public relations, and those who work in related areas such as journalism and web construction and design.

"[C]overs more than social networks and delivers a few wake up calls for PR practitioners, particularly those rooted in traditional communications." - Marketing