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## Public Relations Metrics: Research and Evaluation (Routledge Communication Series)

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**From Routledge : Public Relations Metrics: Research and Evaluation (Routledge Communication Series)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Public Relations Metrics: Research and Evaluation (Routledge Communication Series):

Responding to the increasing need in academia and the public relations profession, this volume presents the current state of knowledge in public relations measurement and evaluation. The book brings together ideas and methods that can be used throughout the world, and scholars and practitioners from the United States, Europe, Asia, and Africa are represented.

About the Author Betteke van Ruler, PhD, is Professor of Communication and Organization in the Amsterdam School of Communication Research at the University of Amsterdam in the Netherlands. Her research focuses on the practice of communication management and the relationship between organizations and the press. Ana Tkalac Vercic, PhD, is Associate Professor of Marketing and Marketing Communications at the Graduate School of Business and Economics, in Zagreb, Croatia. Her major research interests are focused on attitude and attitude change in public relations. She is a former Fulbright scholar and a recipient of various other grants and scholarships. Dejan Vercic, PhD, FCIPR is a partner at Pristop agency and Associate Professor of Public Relations and Communication Management at the University of Ljubljana, Slovenia. Among his clients are governments, domestic and international corporations, and associations. He organizes the Lake Bled International Public Relations Research Symposia, held annually.