

Strategic Public Relations Management: Planning And Managing Effective Communication Programs - Erica Weintraub Austin

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This volume helps readers move from a tactical public relations approach to a strategic management style based on skillful use of research and planning techniques. Combining the key components of effective management and campaign design, the authors introduce students and practitioners to the tools needed for developing and presenting comprehensive, effective, and accountable plans. Employing clear, straightforward language, they cover techniques for planning and research, as well as the effective application of communication theory. Key features of the volume include the synthesis of knowledge in public relations and communication, covering the critical areas needed for a strategic approach to public relations, and ample real-world examples, providing concrete applications of principles and theories. Author: Austin, Erica Weintraub Publisher: Taylor & Francis Illustration: N Language: ENG Title: Strategic Public Relations Management: Planning and Managing Effective Communication Programs Pages: 00416 (Encrypted PDF) On Sale: 2006-07-28 SKU-13/ISBN: 9780805853803 Category: Social Science : Research Category: Business & Economics : Public Relations

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