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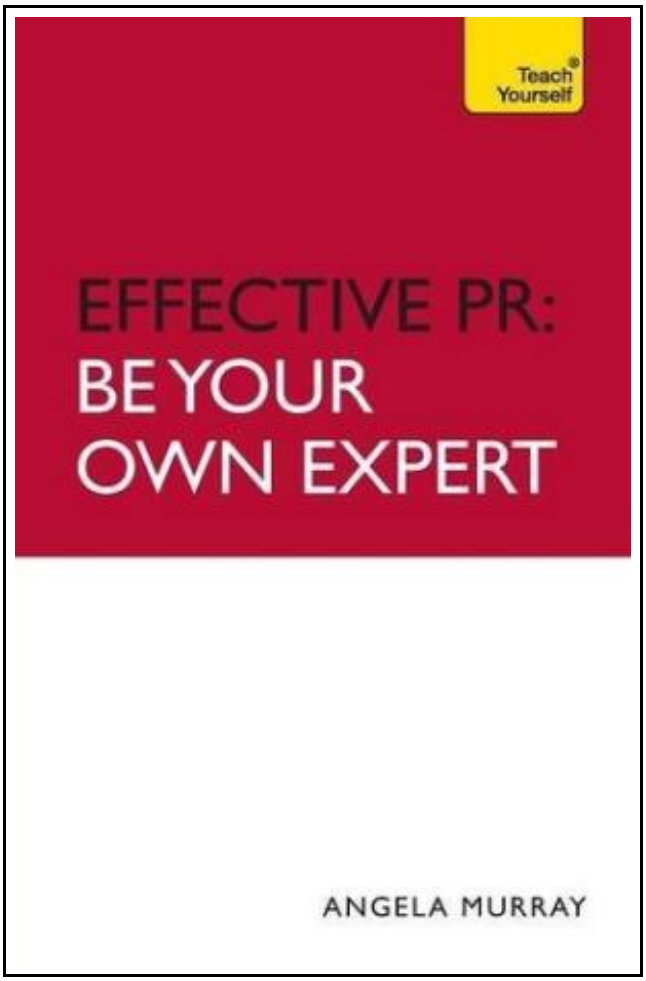

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Hodder Stoughton General Division, United Kingdom, 2011. Paperback. Book Condition: New. 196 x 128 mm. Language: English . Brand New Book. PR is an important part of running any successful business, yet many people are unaware of its potential and therefore unable to exploit it to the full. Effective PR: Be Your Own Expert covers all aspects of the field, including PR campaigns, media liaisons, communicating with your audience, sponsorship, entertainment, crisis management and using PR professionals. Current trends and technologies are also included to ensure that this book is current and relevant to all types of business. Spin, careers in PR and media relations are covered in detail. Topics include: - Planning a PR campaign - Media relations - Audience communication - Sponsorship - Entertaining and corporate hospitality - Internal PR - Specialist PR - Evaluating success Useful addresses and further reading are also included to enable you to take your campaigns in a number of directions. NOT GOT MUCH TIME? One and five-minute introductions to key principles to get you started. AUTHOR INSIGHTS Lots of instant help with common problems and quick tips for success, based on the author s many years of experience. TEST YOURSELF Tests in the book and online to keep track of your progress. EXTEND YOUR KNOWLEDGE Extra online articles to give you a richer understanding of PR. THINGS TO REMEMBER Quick refreshers to help you remember the key facts. TRY THIS Innovative exercises illustrate what you ve learnt and how to use it.

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