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EFFECTIVE PR: BE YOUR OWN EXPERT: TEACH YOURSELF



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...

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- Authored by Angela Murray
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