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PR 2.0: New Media, New Tools, New Audiences (Hardback)

By Deirdre Breakenridge

Pearson Education (US), United States, 2008. Hardback. Book Condition: New. 231 x 160 mm.

Language: English . Brand New Book. Praise for PR 2.0 An easy read filled with practical examples

of how marketing professionals can leverage these new tools to enhance PR activities. The

Interviews with the Experts sections were especially useful in helping to highlight how companies

have benefited from PR2.0. Maura Mahoney, Senior Director, RCN Metro Optical Networks P.R. 2.0 is

a must-read for any marketing or PR professional. It is filled with expert advice, real-world

examples, and practical guidance to help us better understand the new media tools and social

networking concepts available and how we can use them for our specific branding needs. This book

is excellent for someone who is trying to understand the new web-based media and social

networking concepts, as well those who are experienced in applying the new media tools and are

curious about what everyone else is doing and what tools are producing the best ROI. This isn't a

book filled with simple tips and tricks--it's an essential guidebook for the marketing/PR professional

to better understand the new media options and how to apply them effectively to achieve...

Reviews

This created book is wonderful. It is amongst the most amazing book i have got go through. I am just effortlessly will get a enjoyment of looking at a created publication.

-- Prof. Jasper Murazik PhD

Completely essential read publication. It is really basic but excitement in the fifty percent of the book. You will not really feel monotony at anytime of your respective time (that's what catalogues are for about in the event you ask me).

-- Lexie Paucek PhD