



## The New PR Toolkit: Strategies for Successful Media Relations (Financial Time.

By Thomas J.; Deloughry

Financial Times Prentice Hall, 2003. Taschenbuch. Condition: Neu. Gebrauch - Wie neu Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - 'The New PR Toolkit' delivers proven strategies and tactics for using today's most powerful new online communications tools to strengthen any brand and every stakeholder relationship. Drawing on detailed case studies, the authors offer no-holds-barred assessments and practical guidelines for using e-mail, online newsletters, chat, Web newsrooms, online brand monitoring, and other new tools. Contains a complete blueprint for maximizing the strategic value of communications in your organization. 272 pp. Englisch.



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