Public Relations Online

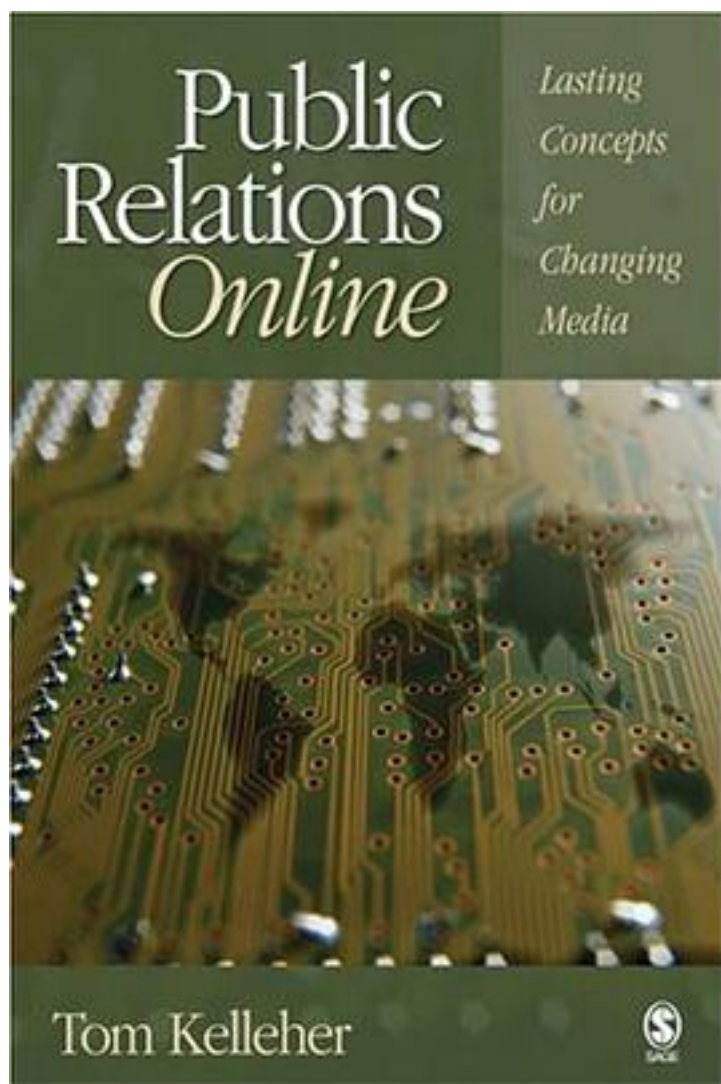![Public Relations Online cover — Lasting Concepts for Changing Media — Tom Kelleher]

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Rich in scholarly foundations combined with actual practice, Public Relations Online: Lasting Concepts for Changing Media connects the social and technological forces that are changing public relations. Using plain-talk discussion of theory and research, this book helps readers identify how lasting concepts for effective public relations can be applied in a changing media environment, and how a changing media environment affects the practice of effective public relations.Key Features:Provides oHands-Onlineo activities: Internet resource exercises challenge readers to apply concepts to their world in oreal-timeo on the day that they read the chapterOffers oQuestionable Claimso boxes: Discussions present alternative perspectives on sometimes-over-hyped claims and serve to help sharpen critical-thinking skillsDiscusses computer systems and networks: Server-side and peer-to-peer technologies are introduced as models for understanding online public relationsFocuses on how real people are using online media to communicate: Online public relations is more a matter of what people are doing with online media technologies than what these technologies are doing to peopleIntended Audience:This text is designed for advanced undergraduate and graduate courses in Public Relations strategies and practices such as Public Relations Cases, Public Relations Management, Public Relations Strategy, and Public Relations Campaigns.

作者介绍:

目录:

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