

Putting the Public Back in Public Relations

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Putting the Public Back in Public Relations

How Social Media Is Reinventing
the Aging Business of PR

Brian Solis and Deirdre Breakenridge

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Breakthrough Web PR 2.0 Strategies and Tactics That Work

Forget the pitch: Yesterday's PR techniques just don't work anymore. That's the bad news. Here's the great news: Social Media and Web 2.0 offer you an unprecedented opportunity to make PR succeed more powerfully than ever before. This book shows how to reinvent PR around two-way conversations with traditional and new influencers, bring the "public" back into public relations—and earn a new level of results that just wasn't possible before now.

Drawing on their unparalleled experience making Social Media work for business, PR 2.0 blogger Brian Solis and industry leader Deirdre Breakenridge show how to transform the way you think, plan, prioritize, and deliver PR services. You'll learn new ways to build the relationships that matter, and reach a new generation of influencers...leverage platforms ranging from Twitter to Facebook...truly embed yourself in the communities that are shaping the future.

Along the way, you'll learn how to stop being a "publicist" or mere "communicator" and become what your clients or company really need: a genuine enthusiast for whom and what you represent.

What's wrong with PR—and how to fix it

Leverage Social Media and Web 2.0 to reinvent PR, build meaningful and valuable relationships, and supercharge its effectiveness

Social Media PR—a complete primer

Build blogger relationships, reinvent the press release, and make social networks the hub of your online brands

Why it's about sociology and anthropology—not technology

Master the art of listening and leverage today's powerful, emerging micromedia

Real PR metrics for the Web 2.0 world

Measure the results that really matter--and demonstrate your value as never before

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标签

PR

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评论

仔细读了一下 也许这个新兴的媒体和行业还在发展 并不能真的看透很多东西吧
介绍还不错 但是深入的解析还不是很够

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书评

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