

Strategic Public Relations Management

Second Edition

Strategic Public Relations Management

Planning and Managing
Effective Communication Programs



Erica Weintraub Austin • Bruce E. Pinkleton

[Strategic Public Relations Management_下载链接1](#)

著者:Erica Weintraub Austin

出版者:Lawrence Erlbaum Associates

出版时间:2006-06-16

装帧:Paperback

isbn:9780805853810

This Second Edition of Erica W. Austin and Bruce E. Pinkleton's popular text, "Strategic Public Relations Management", helps readers move from a tactical public relations approach to a strategic management style. Building on the first edition, it demonstrates skillful use of research and planning techniques, providing updated research methods that make use of the Internet and programs aiding data entry and analysis. This version also expands its focus to communication program planning more broadly. Chapters in the book cover such critical topics as: creating a framework for planning; identifying the elements of a campaign; determining research needs and developing the research plan; gathering useful data for strategic guidance; making research decisions; and applying theory to professional practice.

作者介绍:

目录:

[Strategic Public Relations Management 下载链接1](#)

标签

新闻传播

USC

504

评论

[Strategic Public Relations Management 下载链接1](#)

书评

[Strategic Public Relations Management_下载链接1](#)