

Public Relations Metrics



[Public Relations Metrics_ 下载链接1](#)

著者:van Ruler, Betteke (EDT)/ Vercic, Ana Tkalcac (EDT)/ Vercic, Dejan (EDT)

出版者:

出版时间:2008-5

装帧:

isbn:9780805862737

Responding to the increasing need in academia and the public relations profession, this volume presents the current state of knowledge in public relations measurement and evaluation. The book brings together ideas and methods that can be used throughout the world, and scholars and practitioners from the United States, Europe, Asia, and Africa are represented.

作者介绍:

目录:

[Public Relations Metrics 下载链接1](#)

标签

评论

是一本较深入的论文合集，没有太多理论和process，主要以推论为主，很学院but just not helpful

[Public Relations Metrics 下载链接1](#)

书评

[Public Relations Metrics 下载链接1](#)