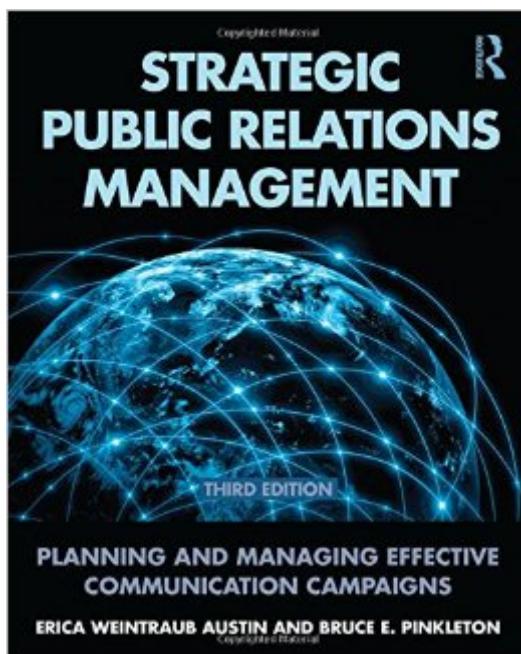


The book was found

# **Strategic Public Relations Management: Planning And Managing Effective Communication Campaigns (Routledge Communication Series)**



## Synopsis

Strategic Public Relations Management features an applied approach to evidence-based, strategic public relations management. It emphasizes understanding audiences through research and demonstrates success through quantitative evaluation methods. The volume presents a scientific approach that helps future and current practitioners understand and communicate the value of public relations to others, using performance metrics to demonstrate return on investment. New to the third edition: New examples on the effective use of digital communication and online research tools; Updated guidance on researching using digital tools and social media; New examples that provide a more accessible pathway to real-world application. In addition to these new features, the book covers: Creating a framework for planning; Up-to-date research tools and how to develop a research plan; Gathering useful data for strategic guidance; Real-world examples that provide readers with realistic cases and situations; Applying theory to professional practice. The book's accessibility will be welcomed by instructors and students with definitions of terms, a how-to approach, and an accessible style of writing throughout.

## Book Information

Series: Routledge Communication Series (Book 10)

Paperback: 398 pages

Publisher: Routledge; 3 edition (February 15, 2015)

Language: English

ISBN-10: 0415517699

ISBN-13: 978-0415517690

Product Dimensions: 7.3 x 0.8 x 9.2 inches

Shipping Weight: 1.3 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #693,674 in Books (See Top 100 in Books) #383 in Books > Business & Money > Marketing & Sales > Public Relations #3448 in Books > Business & Money > Education & Reference #4654 in Books > Textbooks > Business & Finance > Economics

[Download to continue reading...](#)

Strategic Public Relations Management: Planning and Managing Effective Communication Campaigns (Routledge Communication Series) The Future of Excellence in Public Relations and Communication Management: Challenges for the Next Generation (Routledge Communication Series) The Public Relations Strategic Toolkit: An Essential Guide to Successful Public Relations

Practice Strategic Communications Planning for Effective Public Relations and Marketing Research Methods in Public Administration and Public Management: An Introduction (Routledge Masters in Public Management) Event Planner: The Art of Planning Your Next Successful Event: Event Ideas - Themes - Planning - Organizing - Managing (Event Planning, Event Planning ... and Organizer - How To Guide Books Book 1) A Practitioner's Guide to Public Relations Research, Measurement and Evaluation (Public Relations Collection) A Practitioner's Guide to Public Relations Research, Measurement and Evaluation (Public Relations Collection) Strategic Planning for Public Relations Communication Skills: 101 Tips for Effective Communication Skills (Communication Skills, Master Your Communication, Talk To Anyone With Confidence, Leadership, Social Skills) Sport Public Relations - 2nd Edition: Managing Stakeholder Communication Sport Public Relations: Managing Stakeholder Communication, Second Edition The Fredericksburg Campaign : October 1862-January 1863 (Great Campaigns Series) (Great Campaigns of the Civil War) Agile Product Management: (Box Set) Agile Estimating & Planning Your Sprint with Scrum and Release Planning 21 Steps (agile project management, agile software ... agile scrum, agile estimating and planning) Reputation Management: The Key to Successful Public Relations and Corporate Communication The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying (Routledge Communication Series) Strategic Writing: Multimedia Writing for Public Relations, Advertising, and More Strategic Writing: Multimedia Writing for Public Relations, Advertising and More (2nd Edition) American Pragmatism and Communication Research (Routledge Communication Series) Cutlip and Center's Effective Public Relations (11th Edition)

[Dmca](#)