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PR 2.0: New Media, New Tools, New Audiences (Hardback)

By Deirdre Breakenridge

Pearson Education (US), United States, 2008. Hardback. Book Condition: New. 231 x 160 mm. Language: English . Brand New Book. Praise for PR 2.0 An easy read filled with practical examples of how marketing professionals can leverage these new tools to enhance PR activities. The Interviews with the Experts sections were especially useful in helping to highlight how companies have benefited from PR2.0. Maura Mahoney, Senior Director, RCN Metro Optical Networks P.R. 2.0 is a must-read for any marketing or PR professional. It is filled with expert advice, real-world examples, and practical guidance to help us better understand the new media tools and social networking concepts available and how we can use them for our specific branding needs. This book is excellent for someone who is trying to understand the new web-based media and social networking concepts, as well those who are experienced in applying the new media tools and are curious about what everyone else is doing and what tools are producing the best ROI. This isn't a book filled with simple tips and tricks--it's an essential guidebook for the marketing/PR professional to better understand the new media options and how to apply them effectively to achieve...



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Reviews

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