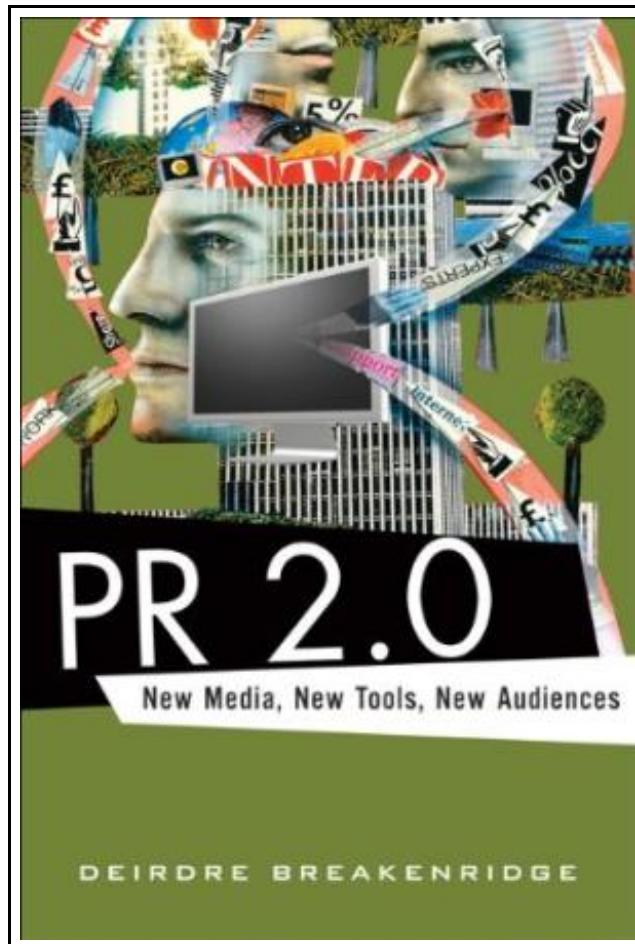


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Pearson Education (US), United States, 2008. Hardback. Book Condition: New. 231 x 160 mm. Language: English . Brand New Book. Praise for PR 2.0 An easy read filled with practical examples of how marketing professionals can leverage these new tools 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 results. Jenny Fisher, Director Sales and Marketing Operations, Catalent Pharma Solutions Wading through the thicket of expanding Internet tools--from MySpace to Facebook, from Twitter to Flickr--is no easy challenge. And once you finally understand these strange new art forms, how the heck do you harness them? Answer: You buy this book. Deirdre Breakenridge knows the Net--how to measure it, monitor it, and use it to maximize public relations performance. Best of all, she explains it in a style that even a Luddite can comprehend. Fraser P. Seitel, author of *The Practice of Public Relations* and coauthor of *IdeaWise: The New...*

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