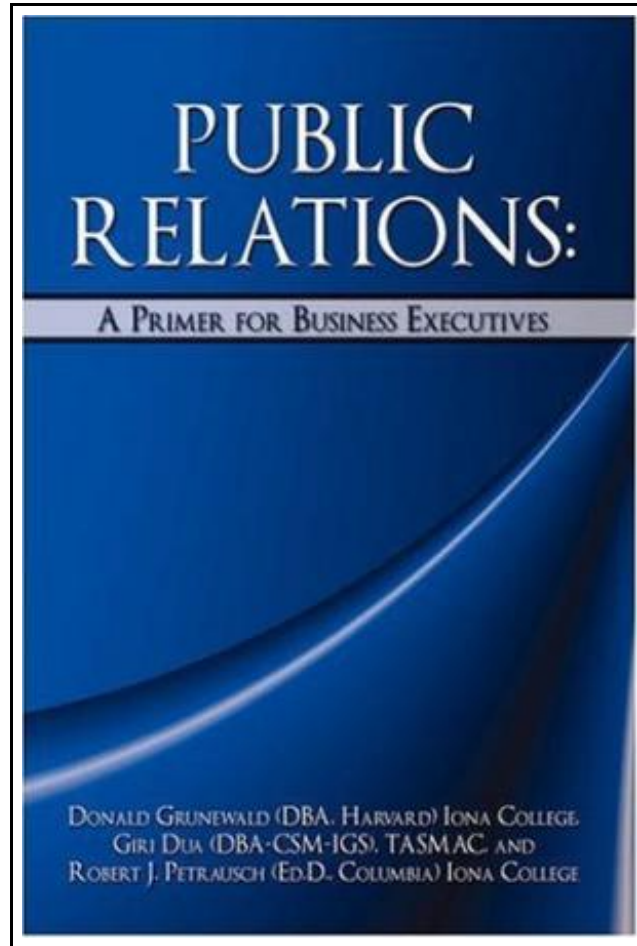


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PUBLIC RELATIONS: A PRIMER FOR BUSINESS EXECUTIVES



iUniverse, United States, 2008. Paperback. Book Condition: New. 224 x 145 mm. Language: English . Brand New Book ***** Print on Demand *****.A Hands-On Book of Ideas, Resources, and Advice on Public Relations PUBLIC RELATIONS: A Primer for Business Executives, has many practical ideas and advice that will be useful to any business executive who wishes to learn more about Public Relations. It combines an explanation of Public Relations basics with practical help in all the major areas of Public Relations. Reading this book will help you learn something about how Public Relations developed into a field of vital importance to every business. You will learn the basic concepts of Public Relations. You will learn about the financial cost of Public Relations to any organization. Specifics on how to prepare a news release, on media relations, organizing of Public Relations events, corporate financial Public Relations, and community service are each discussed in separate chapters of this primer. Public Relations is especially important in a crisis situation and Public Relations in crisis management is also discussed in a chapter of this book. You will also get many ideas of internal communication within an organization and on steps to take to build a favorable corporate image for your company. This book concludes with a chapter on the digital age of public relations. This chapter provides information and advice on Public Relations use of the internet and electronic media. PUBLIC RELATIONS: A Primer for Business Executives will open your mind to the knowledge needed to use Public Relations in your business, in your personal career and in charities and other organizations.



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