



Corporate PR Handbook (refers integral part of modern enterprises. government agencies and public relations)(Chinese Edition)

By BEN SHE

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Description With the web2.0 great change means of communication today, the success of the public relations skills upgrading to a new level, and new ways to use them. This not only proficient in blogs, podcasts, social networking and the latest digital products, but also the need to balance all either on the network or the views available in reality, the factual circumstances and the focus of debate, but also integrate everything to strengthen the information. In corporate PR Handbook , public relations icon Robert Darren Schneider show you how to combine tools and techniques spawned by the Internet and traditional media and use them to initiate a sustained and powerful movement. Through case studies, expert advice and practical action steps, you can more easily mastered skills, you can know how to: create a network rendering with continuous power and charisma; take full advantage of a variety of...

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