



DOWNLOAD



Develop Your PR Skills

By Lucy Laville, Neil Richardson

Kogan Page Ltd. Paperback. Book Condition: new. BRAND NEW, Develop Your PR Skills, Lucy Laville, Neil Richardson, "Develop Your PR Skills" is a simple, straightforward guide to maximising your company's potential through effective PR. It will help the reader to gain a quick understanding of the concepts and principles and learn how to use them in actual business scenarios. It covers strategic public relations, public relations and the internet, working with the media, how to deal with different stakeholders and customers, dealing with a crisis, using internal communications, using research to get a competitive edge, evaluating the success of your PR, and ethics and sustainability. Direct and to the point, each chapter is concise, can stand alone and ends with a summary of key points. Readers are also be pointed towards key websites and reading materials.



READ ONLINE

[6.63 MB]

Reviews

It in one of the most popular ebook. It usually fails to price an excessive amount of. Its been printed in an extremely basic way in fact it is merely right after i finished reading through this book in which really altered me, change the way i believe.

-- **Sigrid Brown**

Absolutely one of the best pdf We have ever read. I really could comprehended every little thing using this written e book. I am easily could get a satisfaction of reading a written publication.

-- **Dr. Odie Hamill**