Share This: The Social Media Handbook for PR Professionals

By CIPR (Chartered Institute of Public Relations)

John Wiley & Sons Inc. Hardback. Book Condition: new. BRAND NEW, Share This: The Social Media Handbook for PR Professionals, CIPR (Chartered Institute of Public Relations), Share This is a practical handbook to the biggest changes taking place in the media and its professions by the Chartered Institute of Public Relations (CIPR) Social Media Panel. The book was conceived and written by more than 20 public relations practitioners representing a cross-section of public, private and voluntary sector expertise using many of the social tools and techniques that it addresses. The book is split into 26 chapters over eight topic areas covering the media and public relations industry, planning, social networks, online media relations, monitoring and measurement, skills, industry change and the future of the industry. It's a pragmatic guide for anyone that works in public relations and wants to continue working in the industry. Share This was edited by Stephen Waddington with contributions from: Katy Howell, Simon Sanders, Andrew Smith, Helen Nowicka, Gemma Griffiths, Becky McMichael, Robin Wilson, Alex Lacey, Matt Appleby, Dan Tyte, Stephen Waddington, Stuart Bruce, Rob Brown, Russell Goldsmith, Adam Parker, Julio Romo, Philip Sheldrake, Richard Bagnall, Daljit Bhurji, Richard Bailey, Rachel Miller, Mark Pack, and Simon...

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Reviews

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