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Public Relations and Marketing Communications

By Kerwin Mathew

Createspace, United States, 2014. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.DESCRIPTION OF BOOK Profitable businesses, now more than ever, depend on their Public Relations Department for the setting up of a dynamic and practical communications network which reflects the challenges of this competitive era. PUBLIC RELATIONS AND MARKETING COMMUNICATIONS is for the public relations practitioners, sales and business people, and public relations/communication studies students who want to know the techniques and ideas pertaining to the tackling of communications problems and the generation of goodwill and support. It is also recommended for students preparing to sit public relations, advertising and marketing communications exams. This book describes how to: * Anticipate the changing needs of the market and retain goodwill. * Develop dynamic new communications strategies to stay a step ahead. * Identify potential clients and maintain a good relationship with them. * Understand people and bring out their best. * Develop networking strategies to capture potential markets. Good public communications, which is covered in this book, is important to all organizations, whether profit-making or non-profit-making, e.g., businesses, governmental organizations, educational institutions, charities, interest groups, and even political organizations. There...



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