

Divorce Mediation: Strategies for Influencing Behavior, Communication and the Effective Use of Mass Media



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(Jace Gusikowski IV)

DIVORCE MEDIATION: STRATEGIES FOR INFLUENCING BEHAVIOR, COMMUNICATION AND THE EFFECTIVE USE OF MASS MEDIA



University Press of America, United States, 1995. Paperback. Book Condition: New. 208 x 137 mm. Language: English . Brand New Book. A recent survey show that more than 50 of all divorcing couples are dissatisfied with litigation procedures. This information is released in a new book that outlines a public relations program to raise consumer awareness of divorce mediation. Good Divorces, Bad Divorces: A Case For Divorce Mediation concentrates on strategies for influencing consumer behavior, communications, and the efficient use of mass media aimed at special populations. Attitudes, behavior, images, credibility, and demographics, are discussed. Included in the book are samples of press releases, brochures, scripts, print ads, etc., for the mediator to use to educate the majority of men and women who have never heard of Divorce Mediation. Dr. Hauser, Assistant Professor at New York University, and Family Mediator, has fused her two decades of being president and chief operating officer of three major businesses in the field of communication- advertising, public relations and marketing with her research in divorce mediation to write this do-it-yourself public relations plan for Divorce Mediators.



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