

|                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|-------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Record Nr.           | UNINA9910139007003321                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Titolo                  | Share this too [[electronic resource] ] : more social media solutions for PR professionals / / Chartered Institute of Public Relations (CIPR) ; edited by Rob Brown and Stephen Waddington                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Pubbl/distr/stampa      | Chichester, West Sussex, : John Wiley and Sons, Inc., 2013                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| ISBN                    | 1-119-20799-1<br>1-118-67692-0<br>1-118-67686-6                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Edizione                | [1st edition]                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Descrizione fisica      | 1 online resource (xii, 312 p.) : ill                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Altri autori (Persone)  | BrownRob <1962 December 17-><br>WaddingtonStephen                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Disciplina              | 659.20285/4678                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Soggetti                | Public relations<br>Social media                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Lingua di pubblicazione | Inglese                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Formato                 | Materiale a stampa                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Livello bibliografico   | Monografia                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Note generali           | Includes bibliographical references and index.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Nota di bibliografia    | Includes bibliographical references and index.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Nota di contenuto       | pt. I. The future of public relations -- pt. II. Audiences and online habits -- pt. III. Conversations -- pt. IV. New channels, new connections -- pt. V. Professional practice -- pt. VI. Business change and opportunities for the public relations industry -- pt. VII. Future proofing the public relations industry.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Sommario/riassunto      | The follow up to Share This: The Social Media Handbook for PR Professionals. Share This is a practical handbook to the changes taking place in the media and was conceived and written by 24 public relations practitioners using many of the social tools and techniques that it addresses. The book covered the media and public relations industry, planning, social networks, online media relations, monitoring and measurement, skills, industry change and the future of the industry. Share This Too is also a pragmatic guide for anyone that wants to continue working in public relations. It is a larger book with more than 30 contributors, including all of those from the highly successful first book and many of whom are successful authors in their own right. It probes more deeply into the subject and is divided into seven sections: The future of public relations Audiences and online |

habits Conversations New channels, new connections Professional practice Business change and opportunities for the public relations industry Future proofing the public relations industry The content entirely complements the first book rather than merely updates it. It delves deeply into what is current in the theory, delivery and evaluation of 21st century public relations and organisational communication.

2. **Record Nr.** UNINA9910144306203321

**Titolo** Colloid journal

**Pubbl/distr/stampa** [Moscow, Russia], : MAIK Nauka/Interperiodica

**ISSN** 1608-3067

**Disciplina** 541.345

**Soggetti** Colloids  
Colloides  
35.18 colloid and surface chemistry  
Periodicals.

**Lingua di pubblicazione** Inglese

**Formato** Materiale a stampa

**Livello bibliografico** Periodico

**Note generali** Refereed/Peer-reviewed