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Edizione	[1st edition]
Descrizione fisica	1 online resource (xii, 154 pages)
Collana	Brilliant
Disciplina	659.2
Soggetti	Public relations
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	What is PR? -- Where to start -- Understanding the media -- Pitching -- Your online presence -- Social networking -- Creating a campaign -- Crisis management -- The next steps.
Sommario/riassunto	Written by the features editor of the leading UK weekly for PR professionals, PRWeekand featuring contributions from journalists, PR professionals and small business owners, this book shows you how to successfully use PR to promote yourself and your business. Covering every aspect of public relations, from identifying your compelling proposition, pitching a story and writing a press release, through to mastering social media and executing a good campaign, it is packed full of insider stories, sample press releases and examples of good PR, so you'll find out how to make a winning impact. Brilliant Outcomes : Learn how to present yourself or your business to the public. Understand the elements of a PR campaign and how to pitch to the media. Find out how to manage a crisis. Discover the power of social networking and how to get noticed online