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Sommario/riassunto	Public Relations is fundamentally concerned with communication — but social networking sites such as Facebook have influenced the way people communicate with one another and interpret text-based communication online. PR people who have grown up using traditional media often struggle with the new, digital world and its unfamiliar techniques and language. An increasing number of users, on the other hand, expect a different form of organisational communication. Benjamin Gust presents the new theory of user-oriented appropriateness, which is helping to communicate well in this new world of digital communication via social media. Contents • Public Relations in a Social Media World • Interpreting Human Communication: On- and Offline • Language Practice: Online and in an Social Network Environment • Appropriate Communication in Social Networking Sites Target Groups • Lecturers and students in public

relations, social media, (digital) communication, journalism, marketing and management • Practitioners in public relations, marketing and management The Author Prof. Dr. Benjamin Gust is professor for Social Media and an experienced expert in the field of social media, digital communication and community management. He has studied in Germany, the US and Great Britain and worked for several well-known international brands to help them implement social media and digital communications.
