

1. Record Nr.	UNINA9910458032403321
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Titolo	A professional and practitioner's guide to public relations research, measurement, and evaluation // David Michaelson and Don W. Stacks
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2014
ISBN	1-78684-357-9 1-60649-985-8
Edizione	[Second edition.]
Descrizione fisica	1 online resource (288 p.)
Collana	Public relations collection, , 2157-3476
Disciplina	659.2
Soggetti	Public relations - Evaluation Public relations - Research Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Part of: 2014 digital library.
Nota di bibliografia	Includes bibliographical references (pages 259-264) and index.
Nota di contenuto	Part I. Introduction to public relations research, measurement, and evaluation -- 1. Introduction to research and evaluations in public relations -- 2. The move toward standardization -- 3. The business of public relations -- 4. Measuring public relations outcomes -- Part II. Qualitative methods for effective public relations research, measurement, and evaluation -- 5. Secondary research -- 6. Qualitative research methodologies -- 7. Content analysis -- Part III. Quantitative methods for effective public relations research, measurement, and evaluation -- 8. Survey methodology -- 9. Statistical reasoning -- 10. Sampling -- Part IV. Wrapping up -- 11. The application of standards and best practices in research and evaluation for public relations -- Appendix. Dictionary of public relations measurement and research -- References -- Index.
Sommario/riassunto	Contemporary public relations practice has developed over the last several decades from the weak third sister in marketing, advertising, and public relations mix to a full player. To help you keep up to speed with the exciting changes and developments of publications, this book will provide you with the necessary understanding of the problems and promises of public relations research, measurement, and evaluation. As a public relations professional, this book will act as a guide to effective

use of methods, measures, and evaluation in providing grounded evidence of the success (or failure) of public relations campaigns. This outstanding contribution takes a best practices approach--one that focuses on taking the appropriate method and rigorously applying that method to collect the data that best answers the objectives of the research. It also presents an approach to public relations that focuses on establishing the profession's impact on the client's return on investment in the public relations function, whether that function be aimed at internal or external audiences using standardized measures. By the end of the book, you will understand why and how research is conducted and will be able to apply best practice standards to any research done by supply-side vendors or internal research departments.
