1. Record Nr. UNINA9910480415903321 Autore Kelleher Tom (Tom A.) Titolo Public relations online [[electronic resource]]: lasting concepts for changing media / / Tom Kelleher Thousand Oaks, Calif.; London,: SAGE, c2007 Pubbl/distr/stampa **ISBN** 1-4522-2587-7 1-4522-2255-X Descrizione fisica 1 online resource (185 p.) Disciplina 659.202854678 Soggetti Public relations - Computer network resources Public relations - Data processing Electronic books. Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Includes bibliographical references and index. Nota di bibliografia Nota di contenuto Cover; Brief Contents; Contents; Preface; 1 - Interactive Public Relations; 2 - Systems Everywhere; 3 - Server-Side Public Relations; 4 -Peer-to-Peer Public Relations; 5 - Relationships; 6 - News-Driven Relationships; 7 - Commerce-Driven Relationships; 8 - Issue-Driven Relationships: 9 - Managing Public Relations in Real Time: 10 - Applied Research and Evaluation; Index; About the Author Sommario/riassunto This book helps readers identify how lasting concepts for effective public relations can be applied in a changing media environment, and how a changing media environment affects the practice of effective public relations. Online public relations is more a matter of what people are doing with online media technologies than what these technologies

are doing to people.