

1. Record Nr.	UNINA9910692910903321
Titolo	Declassified intelligence satellite photographs [[electronic resource]]
Pubbl/distr/stampa	Sioux Falls, SD : , : [U.S. Geological Survey], Earth Science Information Center, , [1998]
Descrizione fisica	2 unnumbered pages : digital, PDF file
Collana	Fact sheet ; ; 090-96 (February 1998)
Soggetti	Space surveillance Remote-sensing images. Aerial photographs.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from title screen (viewed on Dec. 09, 2004). "U.S. Department of the Interior, U.S. Geological Survey."

2. Record Nr.	UNINA9910791708603321
Autore	Kelleher Tom (Tom A.)
Titolo	Public relations online [[electronic resource]] : lasting concepts for changing media / / Tom Kelleher
Pubbl/distr/stampa	Thousand Oaks, Calif. ; ; London, : SAGE, c2007
ISBN	1-4522-2587-7 1-4522-2255-X
Descrizione fisica	1 online resource (xv, 161 p.)
Disciplina	659.202854678
Soggetti	Public relations - Data processing Public relations - Computer network resources
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
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.