

1. 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.