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Sommario/riassunto	The follow up to Share This: The Social Media Handbook for PR Professionals. Share This is a practical handbook to the changes taking place in the media and was conceived and written by 24 public relations practitioners using many of the social tools and techniques that it addresses. The book covered the media and public relations industry, planning, social networks, online media relations, monitoring and measurement, skills, industry change and the future of the industry. Share This Too is also a pragmatic guide for anyone that wants to continue working in public relations. It is a larger book with more than 30 contributors, including all of those from the highly

successful first book and many of whom are successful authors in their own right. It probes more deeply into the subject and is divided into seven sections: The future of public relations Audiences and online habits Conversations New channels, new connections Professional practice Business change and opportunities for the public relations industry Future proofing the public relations industry The content entirely complements the first book rather than merely updates it. It delves deeply into what is current in the theory, delivery and evaluation of 21st century public relations and organisational communication.
