

1. Record Nr.	UNINA9910828343403321
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Titolo	The public relations firm // Bob "Pritch" Pritchard, Stacey Smith
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2015
ISBN	1-60649-665-4
Edizione	[First edition.]
Descrizione fisica	1 online resource (128 p.)
Collana	Public relations collection, , 2157-3476
Disciplina	659.2
Soggetti	Public relations firms
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 (pages 107-108) and index.
Nota di contenuto	Part I. The business -- 1. Why hire a public relations firm? -- 2. Types of firms -- 3. Hiring a firm -- 4. Defining the work -- 5. How firms bill -- Part II. The working relationship between client and firm -- 6. The client-firm relationship -- 7. Progress reports -- 8. Research and execution -- 9. Evaluation -- Part III. Meeting expectations: measurement and evaluation -- 10. Meeting client expectations -- 11. Wrapping up -- Index.
Sommario/riassunto	This book takes an in-depth look at the client/agency relationship by discussing what business leaders should expect of their public relations firms. It discusses how and why they should pick an agency along with the types of firms at their disposal. The business of public relations is covered in the first section of the book. The second section provides detail on the relationship between firm and client and focuses on what firms must do to satisfy client expectations of their work. The third and final section outlines how firms establish success or failure. Expert advice is provided on everything from hiring a firm to defining output and outcome expectations and everything in between.