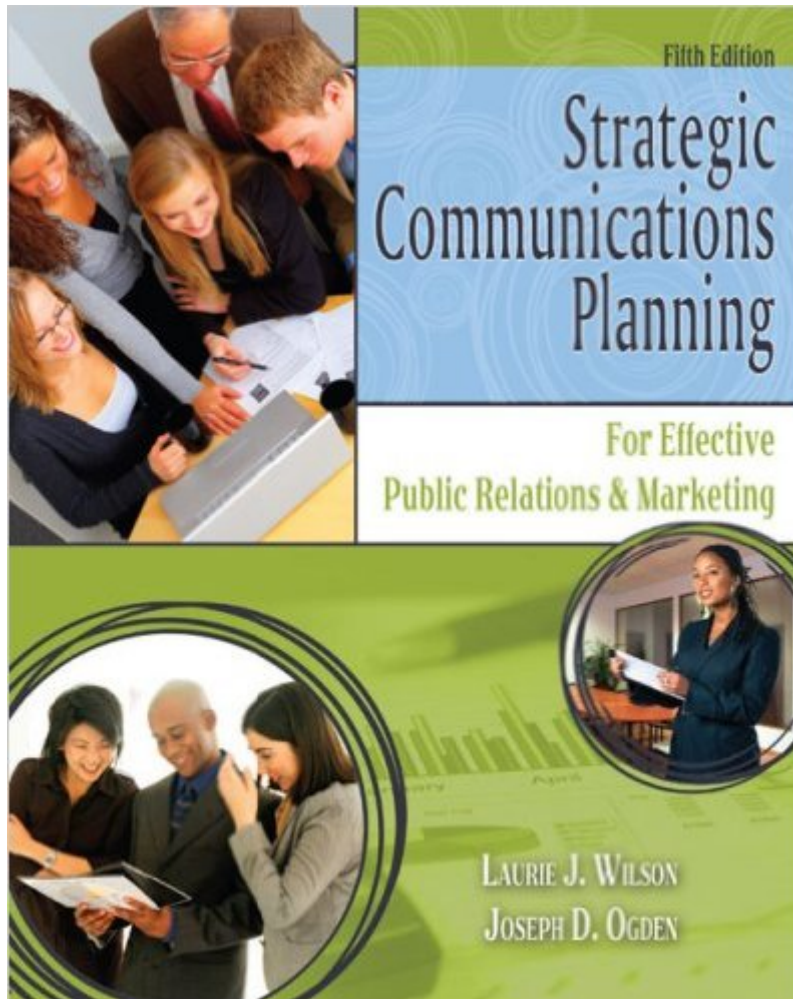The book was found

Strategic Communications Planning For Effective Public Relations And Marketing

Synopsis

Fifth Edition

Book Information

Paperback: 284 pages

Publisher: Kendall Hunt Publishing; 5 edition (March 26, 2008)

Language: English

ISBN-10: 0757548873

ISBN-13: 978-0757548871

Product Dimensions: 0.5 x 8 x 9.8 inches

Shipping Weight: 1.4 pounds

Average Customer Review: 4.2 out of 5 starsÂ Â See all reviewsÂ (8 customer reviews)

Best Sellers Rank: #287,957 in Books (See Top 100 in Books)   #137 inÂ Books > Business & Money > Marketing & Sales > Public Relations   #6357 inÂ Books > Textbooks > Business & Finance

Customer Reviews

Book is expensive but I had to buy it for a class. I would say it's outdated, and I think that another more updated text is better. However, for what it in the book if you want to catch up on theory in communications, it's not a bad read.

â-•ï¸•â-•ï¸•â-•ï¸• This book literally changed the course of my entire professional life. I found the information about Social Media to be so extremely relevant and current, adaptable to any professional. I couldn't recommend this enough to other professors or anyone interested in strategic communication.

An amazing reference for strategic planning with case studies and good tips from professionals.I highly recommend it for whoever needs a quick learning to know how to conduct strategic planning for their business or jobs.

I ordered this book for my graduate school program.While I did not enjoy the class as a whole, this book is helpful and well written.

Download to continue reading...

Strategic Communications Planning for Effective Public Relations and Marketing Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) The Public Relations Strategic Toolkit: An Essential Guide to Successful Public Relations Practice Strategic Public Relations Management: Planning and Managing Effective Communication Campaigns (Routledge Communication Series) Marketing Confidential: 101 Secrets to Increase Profits in the Construction Industry: Essential Tactics About Marketing, Business Development, Business Planning and Strategic Planning A Practitioner's Guide to Public Relations Research, Measurement and Evaluation (Public Relations Collection) A Practioner's Guide to Public Relations Research, Measurement and Evaluation (Public Relations Collection) Strategic Planning for Public Relations Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Event Planner: The Art of Planning Your Next Successful Event: Event Ideas - Themes - Planning - Organizing - Managing (Event Planning, Event Planning ... and Organizer - How To Guide Books Book 1) Strategic Writing: Multimedia Writing for Public Relations, Advertising, and More Strategic Writing: Multimedia Writing for Public Relations, Advertising and More (2nd Edition) Cutlip and Center's Effective Public Relations (11th Edition) Effective Public Relations (9th Edition) Wireless and Mobile Networking: IFIP Joint Conference on Mobile Wireless Communications Networks (MWCN'2008) and Personal Wireless Communications ... in Information and Communication Technology) Strategic Planning for Public and Nonprofit Organizations: A Guide to Strengthening and Sustaining Organizational Achievement Error-Correction Coding for Digital Communications (Applications of Communications Theory) Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising