

The AMA handbook of public relations

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Abstrak

Public relations was among the first industries to harness the power of the Internet. But along with business and the rest of the world, PR has changed in the digital age. "The AMA Handbook of Public Relations" is written to help PR professionals merge their traditional and Web-based campaigns into a powerful multi-faceted public image machine while protecting their clients and themselves from negative attention and cyber-sabotage. Readers will learn how to work with trade and consumer media, leverage technology including blogs, podcasts and social networking sites, monitor the Web, manage rumors and crises and quantify online PR efforts and the results they create.