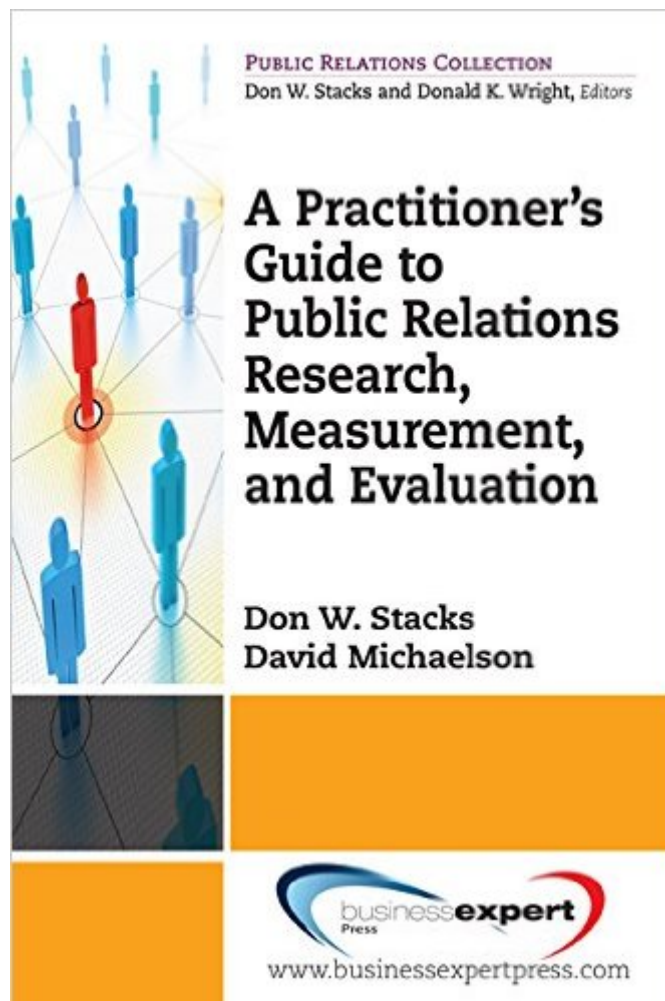


The book was found

A Practitioner's Guide To Public Relations Research, Measurement And Evaluation (Public Relations Collection)



Synopsis

Contemporary public relations practice has developed over the last several decades from the weak third sister in marketing, advertising, and public relations mix to a full player. To help you keep up to speed with the exciting changes and developments of publications, this book will provide you with the necessary understanding of the problems and promises of public relations research, measurement, and evaluation. As a public relations practitioner, this book will act as guide to effective use of methods, measures, and evaluation in providing grounded evidence of the success (or failure) of public relations campaigns. This outstanding contribution takes a best practices approach one that focuses on taking the appropriate method and rigorously applying that method to collect the data that best answers the objectives of the research. It also presents an approach to public relations that focuses on establishing the profession's impact on the client's return on investment in the public relations function, whether that function be aimed at internal or external audiences. By the end of the book, you will understand why and how research is conducted, and will be able to apply best practice standards to any research done by supply side vendors or internal research departments.

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Customer Reviews

I cannot believe how hard to read this book is... and also, I cannot believe how many type-o's and grammatical mistakes there are. You'd think a PR book would have good writing! You're probably a student reading this that can't really make the call, but if you are a teacher please DO NOT USE. Love, A student

Very important book for all public relations practitioners. The book provides valuable information about the measurement in PR field. I highly recommend PR students and practitioners to buy this book.

This guide should be on the bookshelf of every public relations practitioner. It provides a thorough, practice-oriented overview of how to plan, measure and evaluate public relations programs. Having studied with the "father" of academic research in public relations (Dr. James Grunig at the University of Maryland), I can say that Dr. David Michaelson has built on that tradition in outlining a foundation of fundamental research skills based on best practices -- with unique perspectives from both the academic world and from the practitioner's world. As the need increases to demonstrate ROI for every marketing, communications and public relations program, it is more essential than ever for today's PR professionals to put the contents of this guide into practice.

The book is not bad. But the content is not very specific. If you want to know more details about it. You may choose a better one.

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