Perpustakaan Sekolah Tinggi Ilmu Kepolisian (STIK) >> eBooks

Public relations on the Net: winning strategies to inform and influence the media, the investment community, the government, the public, and more!

Holtz, Shel

Deskripsi Lengkap: https://library.stik-ptik.ac.id/abstrakpdfdetail.jsp?id=36033&lokasi=lokal

---

Abstrak

This book is designed to help communicators and their organizations figure out how to achieve measurable business results by using the Internet to communicate. Taking advantage of the principles and tactics outlined in these pages requires a fundamental, up-front understanding of what the term public relations means?at least in the context of how it can be applied effectively online. If your view of public relations is wrapped in notions of spin-doctoring and covering up problems, you won?t find nifty new ways to accomplish these ignoble objectives here. Similarly, public relations (in my view) is not a synonym for marketing: This book is not about how to generate publicity for products or services, or how to brand. There are plenty of books that already adequately cover Internet marketing and publicity.