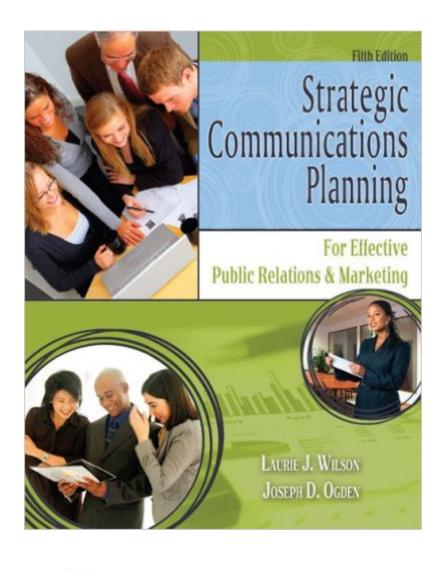
The book was found

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 stars Â See all reviews (8 customer reviews) Best Sellers Rank: #287,957 in Books (See Top 100 in Books) #137 in Books > Business & Money > Marketing & Sales > Public Relations #6357 in 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 I would say it's outdated, and I think that another more updated text is better.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- •i, •â- •i, •â- •i, • 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.

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