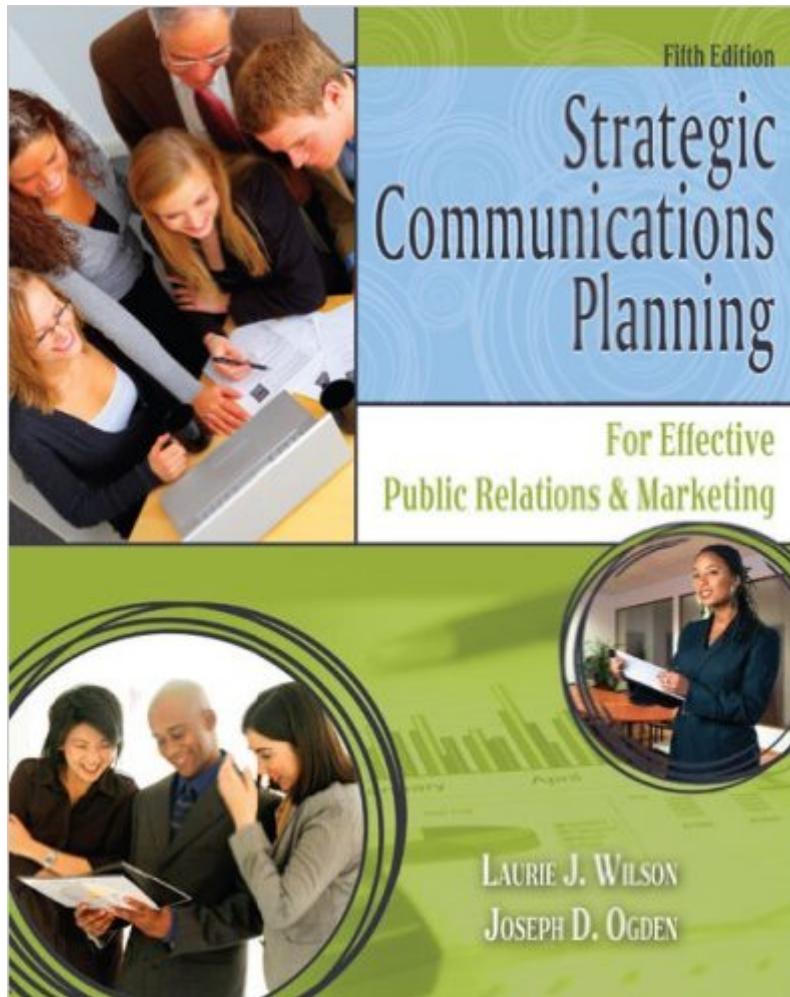


The book was found

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 I would say it's outdated, and I think that another more updated text is better.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-•â-•â-• 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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