

## Planning And Managing Public Relations Campaigns A Strategic Approach Pr In Practice

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Most public relations/public affairs officers have come to recognize the following as real "needs" for conducting public relations research: -- To collect information that public relations professionals need to have and to know to do their jobs more effectively. -- To obtain benchmark data regarding the views of key target audience groups.

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Before becoming an academic eight years ago, Anne spent twelve years in public relations practice, working both in-house and for consultancies. She is Consultant Editor of the PR in Practice Series and is the editor of `Public Relations in Practice` and `Planning and Managing Public Relations Campaigns` also in this series, published by Kogan ...

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Planning and Managing Public Relations Campaigns: A Strategic Approach (PR in Practice) Anne Gregory. 4.4 out of 5 stars 8. Paperback. \$33.89. Strategic Communications: Planning for Public Relations and Marketing Laurie J Wilson. 4.3 out of 5 stars 27. Paperback. \$128.18.

### **(PDF) Managing Public Relations - ResearchGate**

By making your blog a regular part of your public relations campaign, you are consistently exposing your customers, and journalists, to the very latest news about your company. Do it in an informal, but professional, way and it will not seem like a lot of sales talk.

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