

<<公关能量释放>>

图书基本信息

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内容概要

As more and more new technologies—Internet blogs, satellite TV, and TiVo—enter the marketplace, they create new opportunities for corporate communications. How can organizations tap into the power of these technological advances and increase their competitive advantage? Using dozens of case studies from well-known companies such as General Electric, FedEx, Procter & Gamble, Merck, Boeing, and Intel, Delahaye president and public relations scientist Mark Weiner offers a research-based model for creating and implementing public relations programs that will generate desired results and improve an organization's ROI. Written as a highly accessible hands-on guide, *Unleashing the Power of PR* explains how to use market research methods to plan and evaluate public relations programs scientifically. The author explores the benefit of learning to speak to senior executives in a way that will improve communications and ultimately help strengthen PR performance and results. In addition, the book debunks common myths—such as "PR is impossible to measure!"—that undercut the effectiveness of PR and obscure its real value. This groundbreaking resource is filled with the most current and scientifically proven information about the effectiveness of PR, information that will enlighten even the most experienced professional communicator. Using the tools and techniques outlined in this book, PR professionals and marketers can improve their organization's performance and demonstrate how public relations is a low-cost, high-value alternative for achieving meaningful business outcomes. Step by step, *Unleashing the Power of PR* offers PR professionals and marketers a how-to manual for recognizing the misperceptions among their own public relations environment and shows what to do to take corrective action. The book also reveals what it takes to create more effective marketing and public relations campaigns and improve the reputations of organizations and brands.

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作者简介

MARK WEINER is president of Delahaye, the world ' s most prestigious provider of public relations research, analysis, and consulting. After its founding in 1994 as Medialink Research, the firm acquired The Delahaye Group in 1999, adopted its name, and

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