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Develop Your PR Skills: Get the Competitive Edge, Think Strategically, Learn to Use Social Networks (Creating Success)

Lucy Laville, Neil Richardson

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Develop Your PR Skills is a simple, straightforward guide to maximizing company potential through effective PR. New entrepreneurs will gain a quick understanding of PR concepts and principles and how to apply them in actual business scenarios.
It covers strategic public relations, public relations and the internet, internal communications, PR ethics, working with the media, dealing with a crisis, dealing with stakeholders and customers, and evaluating successes and failures. Direct and to the point, each chapter is concise, stand-alone, and summarized by key points.

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