



Share this too [more social media solutions for PR professionals /

Brown, Rob (1962 December 17-)
Waddington, Stephen

John Wiley and Sons, Inc.,
2013

Public relations Social media

Monografía

<https://rebiunoda.pro.baratznet.cloud:38443/OpacDiscovery/public/catalog/detail/b2FpOmNlbGVicmF0aW9uOmVzLmJhcmF0ei5yZW4vMTM0NzQ4NDY>

Título: Share this too [Recurso electrónico] more social media solutions for PR professionals Chartered Institute of Public Relations (CIPR) ; edited by Rob Brown and Stephen Waddington

Editorial: Chichester, West Sussex John Wiley and Sons, Inc. 2013

Descripción física: xii, 312 p. ill. (chiefly col.)

Mención de serie: E-Libro

Bibliografía: Includes bibliographical references and index

Contenido: pt. I. The future of public relations -- pt. II. Audiences and online habits -- pt. III. Conversations -- pt. IV. New channels, new connections -- pt. V. Professional practice -- pt. VI. Business change and opportunities for the public relations industry -- pt. VII. Future proofing the public relations industry

Detalles del sistema: Modo de acceso: World Wide Web

Fuente de adquisición directa: E-Libro

ISBN: 9781118676936 cloth) 9781118676868 e-book)

Autores: Brown, Rob (1962 December 17-) Waddington, Stephen

Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60

- informa@baratz.es