

PR fur Dummies (German Edition)



Public Relations ist seit einigen Jahren das Schlagwort für Unternehmen egal welcher Größe und selbst für Vereine. Ohne eine gut durchdachte PR-Strategie kann ein Vorhaben mangels Interesse von Außenstehenden schnell scheitern. PR für Dummies zeigt, wie man das Tor zur Öffentlichkeit richtig öffnet und ersetzt eine lange PR-Schulung. Der PR-Profi Eric Yaverbaum erklärt, was überhaupt hinter dem Begriff PR steckt, warum PR wichtig ist und wie ein gut durchdachter PR-Prozess aufgebaut ist. Anhand von vielen Beispielen lernt man die Tricks und Kniffe der PR-Arbeit: wie man Newsletter, Pressemitteilungen und Zeitungsartikel verfasst und wie man sich über Medien professionell in die Öffentlichkeit bringt. Selbst das Thema Krisenkommunikationsmanagement lässt der Autor nicht aus. Und zum guten Schluss muss natürlich auch festgestellt werden, ob die PR-Kampagne den gewünschten Erfolg gebracht hat.

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