

PUBLIC RELATIONS STRATEGIES



Public Relations Strategies Etc 7th

Bayar, Yilmaz



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Strategic Copywriting Edd Applegate, 2015-11-05 When it comes to attracting consumers through advertising which words phrases and techniques are most effective Strategic Copywriting a detailed how to guide introduces students to time tested strategies for writing and designing successful ads In this second edition Edd Applegate explains the core principles that have guided advertising for decades from knowing the audience to crafting a compelling message Next proven techniques for producing specific kinds of advertising whether for newspapers magazines or other print media for broadcast radio or television or for social media and online mobile platforms are addressed in step by step detail Throughout Applegate walks readers through real advertisements from advertising agencies of all sizes across the United States to illustrate what works or not and why

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PR professionals craft persuasive messages using modern technologies while working in line with the industry's foundations. The text skillfully balances this approach by delving into communication theory, history, processes, and practices, demonstrating how these elements can be integrated into strategic public relations planning. Page and Parnell guide students toward becoming socially responsible communicators where fostering trust and respect with diverse communities is valued over creating the next viral campaign. The Third Edition responds to the rising focus on social responsibility, sustainability, CEO and investor activism, and consumer demand for ethical brands and addresses these changes with updated content, including new features, recent examples, case studies, and chapter opening scenarios.

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