



Publicity On The Internet

Steve O'Keefe



Publicity On The Internet:

Just a Click Away Barbara K. Kaye, Norman J. Medoff, 2001 This book examines online advertising its robust past amazing present and likely future directions From its modest beginnings advertising on the Internet quickly has become a multibillion dollar business This text discusses the power and potential of the Internet as an advertising medium and focuses on how the Internet can be utilized best to deliver effective messages Just a Click Away Advertising on the Internet is the first in a series of three books that look at various aspects of mass communication and the Internet the other two books on broadcasting and public relations will be published in the next two years An accompanying website www.abacon.com/kaye provides further information and updates material in this ever changing field

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those studying for professionally accredited examinations such as the IPR CAM and LCCI awards It is also a useful aide memoire for all practising PR professionals **It's Not Just PR** W. Timothy Coombs, Sherry J. Holladay, 2013-07-08 In the second edition of their award winning book W Timothy Coombs and Sherry J Holladay provide a broad and thorough look at the field of public relations in the world today and assess its positive and negative impact on society's values knowledge and perceptions Uses a range of global contemporary examples from multi national corporations through to the non profit sector Updated to include discussion of new issues such as the role and limitations of social media the emergence of Issues Management how private politics is shaping corporate behavior and the rise of global activism and the complications of working in a global world Covers the search within the profession for a definition of PR including the Melbourne Mandate and Barcelona Principles Balanced well organized and clearly written by two leading scholars

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