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PR 2.0 Deirdre K. Breakenridge, 2008-03-26 Praise for PR 2.0 An easy read filled with practical examples of how marketing professionals can leverage these new tools to enhance PR activities The Interviews with the Experts sections were especially useful in helping to highlight how companies have benefited from PR 2.0 Maura Mahoney Senior Director RCN Metro Optical Networks PR 2.0 is a must read for any marketing or PR professional It is filled with expert advice real world examples and practical guidance to help us better understand the new media tools and social networking concepts available and how we can use them for our specific branding needs This book is excellent for someone who is trying to understand the new web based media and social networking concepts as well those who are experienced in applying the new media tools and are curious about what everyone else is doing and what tools are producing the best ROI This isn't a book filled with simple tips and tricks it's an essential guidebook for the marketing PR professional to better understand the new media options and how to apply them effectively to achieve results Jenny Fisher Director Sales and Marketing Operations Catalent Pharma Solutions Wading through the thicket of expanding Internet tools from MySpace to Facebook from Twitter to Flickr is no easy challenge And once you finally understand these strange new art forms how the heck do you harness them Answer You buy this book Deirdre Breakenridge knows the Net how to measure it monitor it and use it to maximize public relations performance Best of all she explains it in a style that even a Luddite can comprehend Fraser P Seitel author of The Practice of Public Relations and coauthor of IdeaWise The New Future of Public Relations In today's Web 2.0 world traditional methods of communication won't reach your audiences much less convince them Here's the good news Powerful new tools offer you an unprecedented opportunity to start a meaningful two way conversation with everyone who matters to you In PR 2.0 Deirdre Breakenridge helps you master these tools and use them to the fullest possible advantage in all your public relations work You'll learn the best ways to utilize blogs social networking online newswires RSS technology podcasts and the rest of today's Web 2.0 tools Breakenridge shows how to choose the right strategies for each PR scenario and environment keep the best Web 1.0 tools and stop using outmoded tactics that have rapidly become counterproductive Breakenridge introduces an extraordinary array of new PR best practices including setting up online newsrooms using visual and social media in releases and leveraging new online research and analytics tools She offers powerful new ways to think about PR plan for it and react to the new PR challenges the Web presents Breakenridge also includes interviews with today's leading PR 2.0 practitioners PR 1.0 vs PR 2.0 Identify the needs of companies and clients and how to integrate them for greatest effectiveness Reaching today's crucial wired media Powerful new strategies for pitching and media distribution Best uses of traditional PR tactics Better ways to use viral marketing online newsletters e

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