



Evaluating Public Relations: A Guide to Planning, Research and Measurement (PR In Practice)

Tom Watson, Paul Noble

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Operating under tight budget constraints and with an ever increasing range of tools and technologies to choose from, PR professionals have never been under so much pressure to provide solid, meaningful results and to justify their decisions. Evaluating Public Relations advises PR practitioners at all levels on how to demonstrate clearly and objectively the impact that their work has to their clients and managers. The authors draw on both their practical and academic experience to discuss a diverse range of evaluation methods and strategies and this new edition includes full coverage and advice on the new industry standards on PR measurement. Covering both theory and practice, Evaluating Public Relations is an essential handbook for both students and experienced practitioners.

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