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Relations

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Spin Tactics A Guide To Guerrilla Media Relations

Ronald D. Smith



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mayor partido posible a las relaciones p blicas mostr ndonos las ltimas tendencias y herramientas para mejorar las relaciones con nuestros clientes En l se revisan servicios b sicos como seguimiento de prensa elaboraci n de notas de prensa hasta la irrupci n de la comunicaci n online a trav s de las salas de prensa en internet los blogs wikis etc Todas las organizaciones tienen el derecho y el deber de comunicarse eficaz y ticamente con el p blico Este libro nace de esta premisa Las herramientas y t cticas que incluye este libro pueden aplicarse perfectamente en todo tipo de sectores Se trata de dotar a las organizaciones de una serie de instrumentos asequibles con el fin de que colmen sus necesidades de comunicaci n indica Octavio Isaac Rojas Ordu a Las RRPP tienen el poder para influir en la percepci n las actitudes y el comportamiento de sus audiencias Este libro identifica esta oportunidad propone una serie de t cticas y herramientas para su uso inmediato en el marco de un plan y una estrategia de comunicaci n y busca establecer algunos par metros de buenas pr cticas que ayuden al lector en su af n de relacionarse adecuadamente con su p blico se ala el autor Autor Octavio Isaac Rojas Ordu a es Consultor Senior en Weber Shandwick Ha ganado premios como guionista de radio en M xico otros pa ses de Latinoam rica y Alemania NDICE La profesi n de las relaciones p blicas una introducci n Las relaciones p blicas un sector en auge El papel de las relaciones p blicas en las organizaciones Dise o de una campa a de relaciones p blicas Herramientas y t cticas de la relaciones p blicas Evaluaci n de resultados C mo contratar un servicio externo de RRPP Casos de xito Anexos Generales

Vidura ,1998 *Selling Social Change (Without Selling Out)* Andy Robinson, Kim Klein, 2007-06-15 In *Selling Social Change Without Selling Out* expert fundraising trainer and consultant Andy Robinson shows nonprofit professionals how to initiate and sustain successful earned income ventures that provide financial security and advance an organization s mission Step by step this invaluable resource shows how to organize a team select a venture draft a business plan find start up funding and successfully market goods and services Robinson includes critical information on the tax implications of earned income and the pros and cons of corporate partnerships The book also addresses when to consider outsourcing collaborating with competitors and raising additional funds to expand the business

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