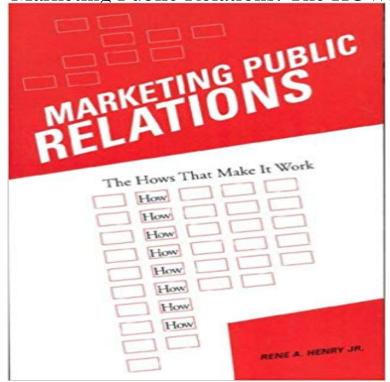
Marketing Public Relations: The HOWS That Make It Work



Henry tells the reader how to conduct all aspects of marketing public relations with knowledge of the rationale for each aspect -- from assembling a mailing list, to engineering a publicity event, to designing an entire public relations budget and program. Users gain an understanding of the complete process and the ability to creatively meet the needs of their respective organizations. Case histories are included along with how-to chapters on virtually every aspect of marketing public relations -- research, publicity, sports marketing, special events, print media, radio and TV, film and video, targeting special markets, special publications, and measuring results.

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