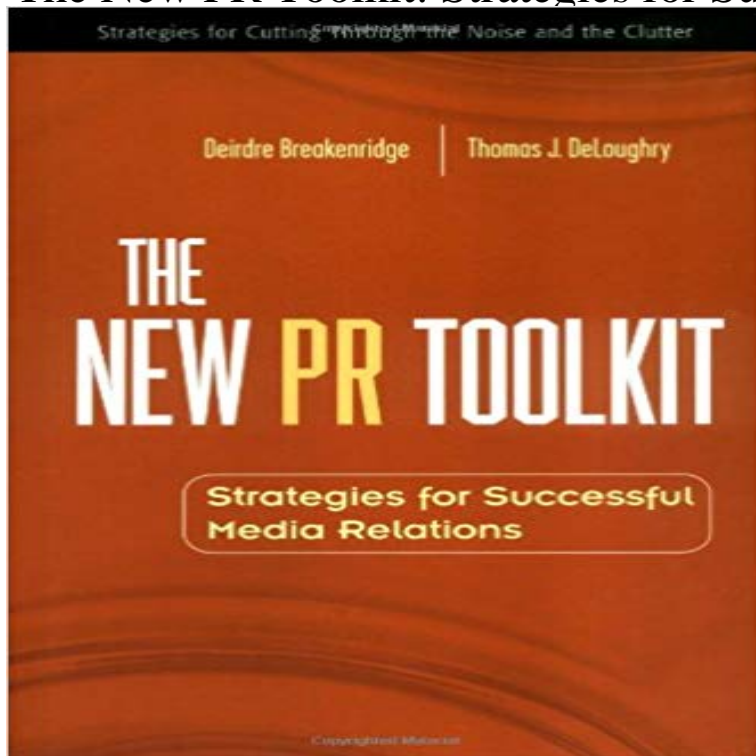


The New PR Toolkit: Strategies for Successful Media Relations



The New PR Toolkit delivers proven strategies and tactics for using today's most powerful new online communications tools to strengthen any brand and every stakeholder relationship. Drawing on detailed case studies, the authors offer no-holds-barred assessments and practical guidelines for using e-mail, online newsletters, chat, Web newsrooms, online brand monitoring, and other new tools. Contains a complete blueprint for maximizing the strategic value of communications in your organization.

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