



Value-Added Public Relations: The Secret Weapon of Integrated Marketing

Thomas Harris

Download now

[Click here](#) if your download doesn't start automatically

Value-Added Public Relations: The Secret Weapon of Integrated Marketing

Thomas Harris

Value-Added Public Relations: The Secret Weapon of Integrated Marketing Thomas Harris

Marketers who inform their customers gain credibility for all of their communications messages. That's why public relations is the secret weapon of integrated marketing communications. Today's sophisticated and skeptical consumers know when they are being informed and when they are being "sold to." PR closes the marketing credibility gap because it is the one marketing communications tool devoted to providing information, not salesmanship. It makes every other marketing effort more effective.

Value-Added Public Relations is a groundbreaking book because it examines the many ways that public relations adds value to integrated marketing. In two sections Thomas L. Harris, a leader in marketing public relations, analyzes the relationship between *product* brand building and *corporate* brand building. Using dozens of case histories, Harris shows how some of the nation's most successful marketers have used public relations techniques to give added power and persuasion to all of their messages.

Part I includes twenty chapters devoted to the ways in which public relations adds value to IMC programs, followed by a list of "Lessons Learned." Part II provides a comprehensive guide to writing an integrated marketing communications plan. Chapters detail a five-step plan for writing a situation analysis, setting objectives, developing a strategy, devising tactics, and measuring results. Detailed descriptions of more than fifty tactics involving all media--from mass media to newer technologies that enable marketers to communicate directly with consumers--are featured. Most important, the book shows that the results and value of marketing public relations are measurable and critical to the success of integrated marketing programs.



[Download Value-Added Public Relations: The Secret Weapon of ...pdf](#)



[Read Online Value-Added Public Relations: The Secret Weapon ...pdf](#)

Download and Read Free Online Value-Added Public Relations: The Secret Weapon of Integrated Marketing Thomas Harris

From reader reviews:

Anthony Collins:

In this 21st millennium, people become competitive in every single way. By being competitive at this point, people have to do something to make these people survive, being in the middle of the particular crowded place and notice simply by surrounding. One thing that occasionally many people have underestimated the idea for a while is reading. Yep, by reading a e-book your ability to survive improve then having chance to stay than other is high. For yourself who want to start reading a book, we give you this kind of Value-Added Public Relations: The Secret Weapon of Integrated Marketing book as starter and daily reading guide. Why, because this book is more than just a book.

Danny Exum:

Precisely why? Because this Value-Added Public Relations: The Secret Weapon of Integrated Marketing is an ordinary book that the inside of the book waiting for you to snap it but latter it will jolt you with the secret that inside. Reading this book close to it was fantastic author who all write the book in such wonderful way makes the content within easier to understand, entertaining approach but still convey the meaning fully. So, it is good for you for not hesitating having this anymore or you going to regret it. This phenomenal book will give you a lot of advantages than the other book get such as help improving your ability and your critical thinking way. So, still want to delay having that book? If I ended up you I will go to the reserve store hurriedly.

Willie Coffey:

Are you kind of hectic person, only have 10 as well as 15 minute in your day time to upgrading your mind ability or thinking skill perhaps analytical thinking? Then you are experiencing problem with the book than can satisfy your short space of time to read it because pretty much everything time you only find reserve that need more time to be go through. Value-Added Public Relations: The Secret Weapon of Integrated Marketing can be your answer since it can be read by you who have those short extra time problems.

Janet Baltimore:

Some people said that they feel uninterested when they reading a e-book. They are directly felt that when they get a half portions of the book. You can choose the book Value-Added Public Relations: The Secret Weapon of Integrated Marketing to make your own personal reading is interesting. Your own skill of reading skill is developing when you including reading. Try to choose straightforward book to make you enjoy to read it and mingle the sensation about book and reading through especially. It is to be initial opinion for you to like to open a book and read it. Beside that the guide Value-Added Public Relations: The Secret Weapon of Integrated Marketing can to be a newly purchased friend when you're really feel alone and confuse with the information must you're doing of this time.

Download and Read Online Value-Added Public Relations: The Secret Weapon of Integrated Marketing Thomas Harris #1DJMWOQGUS9

Read Value-Added Public Relations: The Secret Weapon of Integrated Marketing by Thomas Harris for online ebook

Value-Added Public Relations: The Secret Weapon of Integrated Marketing by Thomas Harris Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Value-Added Public Relations: The Secret Weapon of Integrated Marketing by Thomas Harris books to read online.

Online Value-Added Public Relations: The Secret Weapon of Integrated Marketing by Thomas Harris ebook PDF download

Value-Added Public Relations: The Secret Weapon of Integrated Marketing by Thomas Harris Doc

Value-Added Public Relations: The Secret Weapon of Integrated Marketing by Thomas Harris MobiPocket

Value-Added Public Relations: The Secret Weapon of Integrated Marketing by Thomas Harris EPub