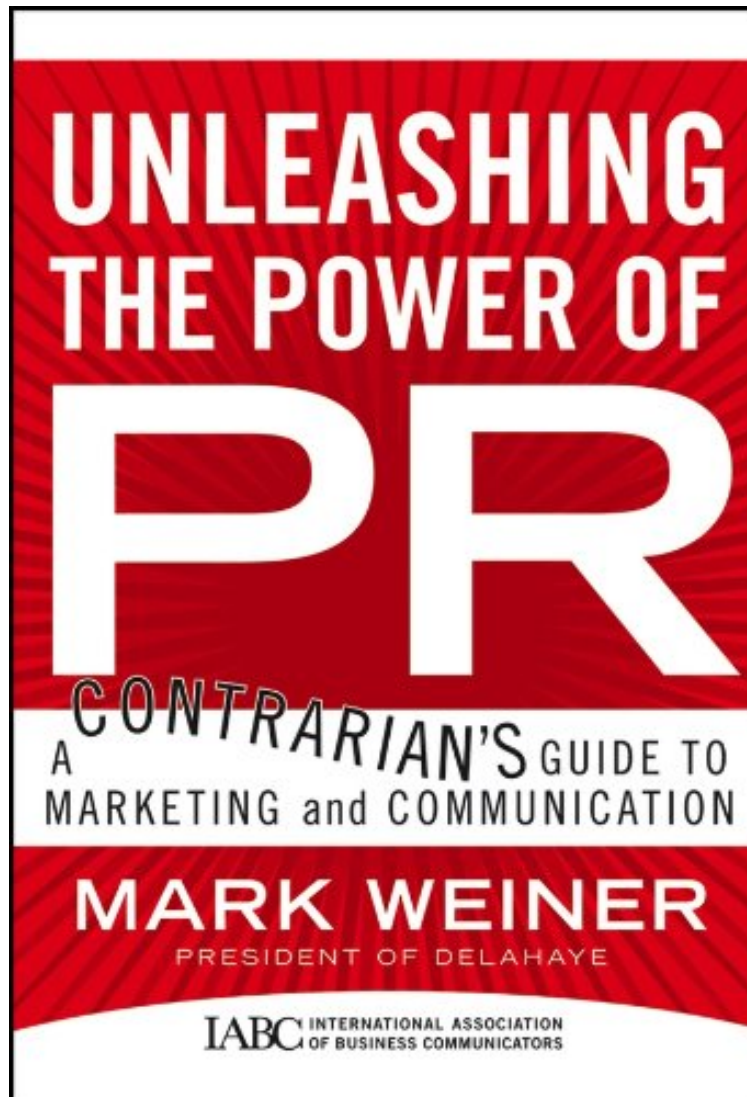


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Unleashing the Power of PR: A Contrarian's Guide to Marketing and Communication (J-B International Association of Business Communicators)

Mark Weiner

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Mark Weiner : Unleashing the Power of PR: A Contrarian's Guide to Marketing and Communication (J-B International Association of Business Communicators) before purchasing it in order to gage whether or not it would be worth my time, and all praised Unleashing the Power of PR: A Contrarian's Guide to Marketing and Communication (J-B International Association of Business Communicators):

3 of 3 people found the following review helpful. PR professionals will benefit from Mr. Weiner's perspective...By Colleen Moffitt
Mark Weiner brings a refreshing and much needed viewpoint to the public relations field with his in-depth book about the need to measure results and the value it creates. He provides the public relations professional with insights to help place him or her directly on the playing field as a strategic business advisor to corporate leadership. Mr. Weiner shows how PR professionals can be "change agents" by identifying mutually agreed upon objectives, measuring the results of PR efforts to accomplish those objectives and then making recommendations to improve overall corporate performance. As Mr. Weiner points out, proving value can be a great challenge, but he shares several steps to make it a relatively simple undertaking. PR professionals will benefit from Mr. Weiner's perspective on how PR measurement demonstrates proof of performance and can result in bigger budgets to work with, earned respect for the profession and opportunities for personal advancement. This book is a valuable resource as Mr. Weiner provides cost-effective tips on measurement strategies based on three types of "PR-ROI" which should create an "aha" moment for many PR professionals. In addition to covering the unintentional and intentional mistakes that can occur during the measurement process, Mr. Weiner has a wealth of information for the PR professional who wants to become a strategic thinker and have a place at the corporate decision making table.

3 of 3 people found the following review helpful. "Unleashing the Power..." builds PR muscle for the savvy practitioner
By Mary K. Pinkerton
As a long-time PR professional and M.A. graduate in mass communication, I've read a number of publications highlighting best practices. Mark Weiner's book, *Unleashing the Power of PR: A Contrarian's Guide to Marketing and Communication* (J-B International Association of Business Communicators), is by far one of the industry's most powerfully informative. Public relations professionals tend to be measurement agnostic -- an unfortunate occurrence for practitioners who answer to PL-savvy organizational leaders. Weiner's book addresses this issue, detailing practical analysis techniques that both improve the impact of communication programs, and reliably measure the effects of those programs. For example, Chapter 1 details research, initiated by ATT, which measured the interaction and effect of public relations within the marketing mix. The study revealed a surprising finding: public relations generated as many new customers as mass-market advertising -- at a fraction of the cost. Further, positive news about ATT enhanced the effects of other marketing mix components. Such findings offer practitioners a powerful argument when competing for finite budgeting dollars. In summary, I highly recommend this book for practitioners committed to powerful PR. For communication professionals, the book is a literary workhorse.

3 of 3 people found the following review helpful. A Must Read for the C-Suite, Business Leaders
PR Pro's
By Timothy Kinney
Penned by the founder and president of Delahaye, you may expect *Unleashing The Power Of PR* to be a thinly veiled sales pitch for his company's research services (like many of the books in the business section today). You'll be pleasantly surprised, however, to find that this is not the case. Instead, you'll discover that Weiner's first book is actually a well researched, compellingly argued case for strengthening the role of public relations in your company's business strategy. In fact, to some extent, Mr. Weiner gives away the core secrets of the media measurement program it took years for his company to perfect. For those, like me, who learn best by example, Weiner does not disappoint. Pulling from several Delahaye case studies and other sources, Weiner clearly illustrates his main points with relevant, contemporary examples. And, on several occasions, I actually found myself tapping into the dark depths of my fantasy reserves (the energy stores I usually save for Coastal Living feature properties or Mercedes-Benz catalogues), to conjure a vision - one where I transform my small company's marketing efforts into a well-oiled PR machine of my very own, increasing sales by 150%, and positioning POPLOGIX as the preeminent, affordable marketing consulting firm in the US by 2008. Fantasies aside, this is a recommended read for the contemporary marketing professional but, more importantly, it is a must read for those in the C-Suite and those responsible for their companies PR investment. The return on your PR investment is not only tangible, but also measurable, and can directly impact your business objectives. There's a lot to like about this work. First, it is particularly well organized. I really like the use of summary questions at the end of each chapter -- one more example of Weiner's easy reading style. And, if you pay attention, you'll find that Weiner is overly generous with thoughtful advice. Just as the title promises, this is a practical guide for creating a world class PR program for your company. Whether you are a start-up or a Fortune 50, *Unleashing The Power Of PR* may become your "how-to manual" for using PR to help achieve your objectives.

Using dozens of case studies from well-known companies such as General Electric, FedEx, Procter Gamble, Merck, Boeing, and Intel, Delahaye president and public relations scientist Mark Weiner offers a research-based model for creating and implementing public relations programs that will generate desired results and improve an organization's ROI. Written as a highly accessible hands-on guide, *Unleashing the Power of PR* explains how to use market research methods to plan and evaluate public relations programs scientifically. The author explores the benefit of learning to speak to senior executives in a way that will improve communications and ultimately help strengthen PR performance and results. In addition, the book debunks common myths such as "PR is impossible to measure" that undercut the effectiveness of PR and obscure its real value.

Weiner has left no stone unturned here; issues relating to audits, return on investment, new media and shifting

objectives are brought forth. While that might seem very technical, Weiner's language is user-friendly and he carefully explains every aspect of the subject to avoid confusion. Weiner's observations are peerless and his considerations set a new standard for the field. Mark Hall on Timesquare.com

From the Inside Flap

As more and more new technologies—Internet blogs, satellite TV, and TiVo—enter the marketplace, they create new opportunities for corporate communications. How can organizations tap into the power of these technological advances and increase their competitive advantage? Using dozens of case studies from well-known companies such as General Electric, FedEx, Procter Gamble, Merck, Boeing, and Intel, Delahaye president and public relations scientist Mark Weiner offers a research-based model for creating and implementing public relations programs that will generate desired results and improve an organization's ROI. Written as a highly accessible hands-on guide, *Unleashing the Power of PR* explains how to use market research methods to plan and evaluate public relations programs scientifically. The author explores the benefit of learning to speak to senior executives in a way that will improve communications and ultimately help strengthen PR performance and results. In addition, the book debunks common myths—such as "PR is impossible to measure!"—that undercut the effectiveness of PR and obscure its real value. This groundbreaking resource is filled with the most current and scientifically proven information about the effectiveness of PR, information that will enlighten even the most experienced professional communicator. Using the tools and techniques outlined in this book, PR professionals and marketers can improve their organization's performance and demonstrate how public relations is a low-cost, high-value alternative for achieving meaningful business outcomes. Step by step, *Unleashing the Power of PR* offers PR professionals and marketers a how-to manual for recognizing the misperceptions among their own public relations environment and shows what to do to take corrective action. The book also reveals what it takes to create more effective marketing and public relations campaigns and improve the reputations of organizations and brands.

From the Back Cover

Now You Can Unleash the Power of PR in Your Organization

"As communication professionals have evolved from tacticians to strategists, measurement has grown from a series of random ideas and steps to a science that has a clear direction and real-world application. With each year since the development of studies like the 'Excellence' project, new experts have developed ways to identify desired outcomes, employ proper measurement techniques, and apply their limited resources with the biggest impact. In this book, Mark Weiner applies his years of experience with Delahaye to offer case studies and analyses that break down the science of PR measurement in a way that is easy to understand and apply. The book offers a fresh and innovative approach that takes the profession one step closer to understanding and demonstrating the value of organizational communication. On behalf of IABC, I'd like to thank Mark Weiner for contributing to the communication profession by sharing his knowledge of public relations." —From the foreword, by Natasha Spring, executive editor, *Communication World*, and vice president, publishing and research, International Association of Business Communicators (IABC)