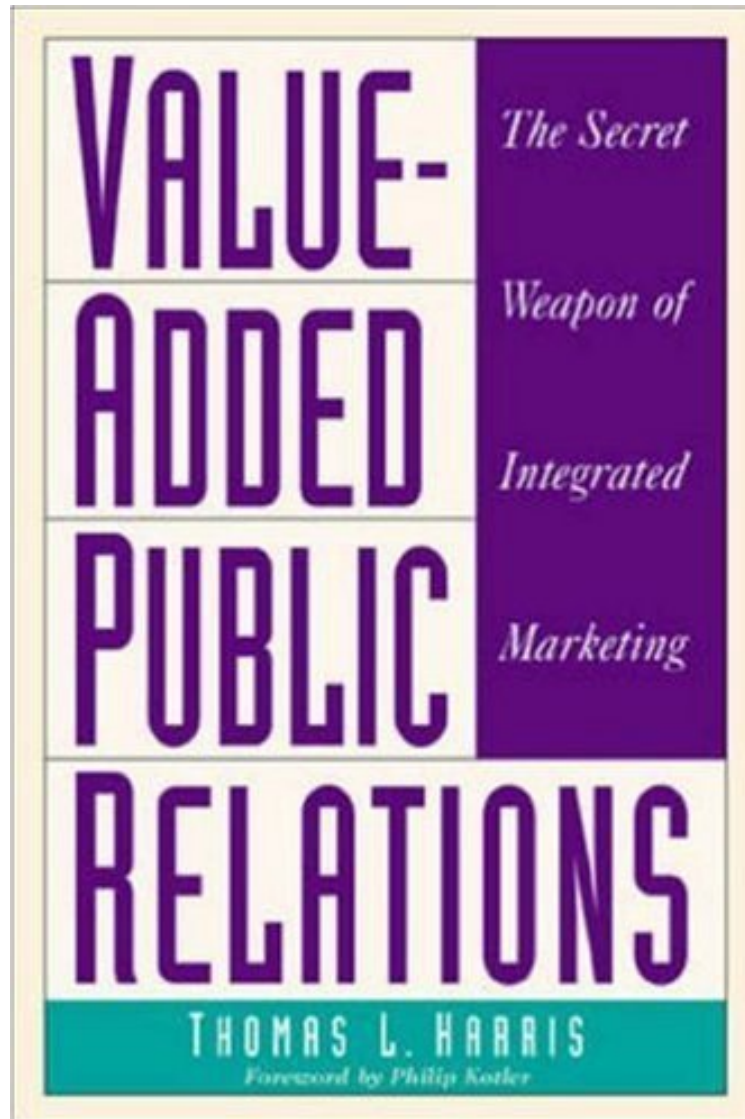


(Pdf free) Value-Added Public Relations: The Secret Weapon of Integrated Marketing

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

Thomas Harris

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Thomas Harris : Value-Added Public Relations: The Secret Weapon of Integrated Marketing before purchasing it in order to gauge whether or not it would be worth my time, and all praised Value-Added Public Relations: The Secret Weapon of Integrated Marketing:

8 of 8 people found the following review helpful. NO NEW THINKING HEREBy Tracey M. BoudineI just can't figure out who this book is written for. It was highly disappointing - instead of finding fresh thoughtful new insights and innovative suggestions for how to build on what's already tried and true and been done to death in Marketing PR

from an industry "thought leader", or so Mr. Harris positions himself, I found tired old industry award case study submission retreads GALORE (fyi - these case studies are submitted by PR agencies and spun like no one else can spin 'em to advantage so they can win the award to get new clients). What that means to the reader is the facts presented in these "case studies" are highly slanted, and for starters, give no "fair and balanced" counsel in terms of explaining reality (the very same one we have to market in every day), such as, OVER HYPING with PR isn't any better than blowing your wad on ineffective national TV commercials that don't cut the marketing mustard anymore. Essentially, the case studies are PR themselves.

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.

From the Publisher
From Wonderbra to McDonalds, from Harley Davidson to Viagra, today's world leading companies and brands are using public relations to add power and persuasion to all of their marketing messages. Information, rather than salesmanship, builds credibility with sophisticated and skeptical consumers, and public relations, long viewed as the most trustworthy source of information about products and services and the companies that produce or provide them, can effectively reach targets where other marketing communication tools fall short. In Value-Added Public Relations, Thomas L. Harris, the industry leading expert in marketing public relations (MPR), examines how and why public relations plays a critical role in integrated marketing and explains the many ways PR can add value to an IMC program. Harris analyzes the relationship between product and corporate brand building and through dozens of case histories and examples, shows how some of the nation's most successful marketers have used PR techniques to enhance all of their marketing messages. The book also features a comprehensive guide to writing an integrated marketing communications plan including writing a situation analysis, setting objectives, developing a strategy, devising tactics and then measuring results. Detailed descriptions of more than 50 effective PR tactics involving all media, including new technologies, are included, as well. (Danielle Egan-Miller, Editor, Business Books).

From the Back Cover
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.

About the Author
Thomas L. Harris is a management consultant specializing in marketing and public relations. He is an adjunct professor at Northwestern University's Medill School of Journalism and is past president of Golin/Harris Communication.