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Evaluating Public Relations advises PR practitioners at all levels how to demonstrate clearly and objectively the impact that their work has to their clients and managers. The authors draw on both their practical and academic experience to discuss a diverse range of evaluation methods and strategies, illustrated throughout with many award winning case studies and interviews.

Evaluating PR's Effectiveness

Evaluation Techniques Used in PR
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Surveys. A public relations practitioner can use surveys to evaluate public relations activities. Surveys gauge...
Media Monitoring. Another ...

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Evaluating public relations : a best practice guide to public relations planning, research & evaluation / Tom Watson & Paul Noble. -- 2nd ed. p. cm. Includes bibliographical references and index. ISBN-13: 978-0-7494-4979-7 ISBN-10: 0-7494-4979-9 1. Public relations--Evaluation. 2. Public relations--Evaluation--Case studies. I. Noble, Paul, 1955- II. Title.

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Evaluating Public Relations, now published with the CIPR as part of the PR in Practice series, advises PR practitioners at all levels how to demonstrate clearly and objectively the impact that...

Evaluating Public Relations: A Best Practice Guide to ...

Evaluating Public Relations Effectiveness Too many public relations programmes have been eliminated or severely cut back because no "value" could be attached to them. The harsh realities of corporate existence make it necessary for public relations practitioners to demonstrate the worth of what they do.

A Framework for Analyzing Public Policies: Practical Guide

A Framework for Analyzing Public Policies: Practical Guide which policy should be the focus of in-depth study or of advocacy efforts (such a reflection is useful when resources are limited).

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