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Of Spin Stuart Ewen

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Spin Stuart Ewen*

*The first new social work history
to be written in over twenty
years, Social Work Practice and
Social Welfare Policy in the*

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United States presents a history of the field from the perspective of elites, service providers, and recipients. This book uniquely chronicles and analyzes the development of social work practice theory on two levels:

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from the top down, looking at the writings, conference presentations, and training course material developed by leaders of the profession; and from the bottom up, looking at case records for evidence of

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techniques that were actually applied by social workers in the field. Additionally, the author takes a careful and critical look at the development of social work methods, setting it apart from existing histories that

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generally accept the effectiveness of the field's work. Addressing CSWE EPAS standards at both the BSW and MSW levels, Social Work Practice and Social Welfare Policy in the United States is

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ideal both as a primary text for history of social work/social welfare classes and a supplementary text for introduction to social work/social welfare or social welfare policy and services classes.

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As an entrepreneur, you need every helpful tool you can get your hands on to build your business. And if you know the tricks of the trade, perhaps nothing can gain more attention for your small business and build

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your company's credibility than a good, old-fashioned public-relations campaign. Whether you're an established company or a cost-conscious start-up, The Little Book of Big PR tells you all you need to know to be able to

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use public relations effectively as a business-building tool. Drawing on the expertise gained during her long career in public relations, Jennefer Witter shares simple, smart, and budget-friendly methods for getting your

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business noticed, including what she calls the seven key elements of public relations:

- Self-branding
- Media relations
- Social Media
- Networking
- Speaking engagements
- Cause-related marketing
- Selecting a

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PR agency Complete with real-world case studies and sample content (such as media pitches) to use as-is or to modify to fit your own specific needs, this all-encompassing resource will provide for you the expert

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*guidance all entrepreneurs need
to grow their business to new,
attention-getting heights.*

*An examination of how the
concept of “family” has been
transformed over the last three
centuries in the U.S., from its*

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function as primary social unit to today's still-evolving model. Based on a wide reading of letters, diaries and other contemporary documents, Mintz, an historian, and Kellogg, an anthropologist, examine the

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changing definition of “family” in the United States over the course of the last three centuries, beginning with the modified European model of the earliest settlers. From there they survey the changes in the

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families of whites (working class, immigrants, and middle class) and blacks (slave and free) since the Colonial years, and identify four deep changes in family structure and ideology: the democratic family, the

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companionate family, the family of the 1950s, and lastly, the family of the '80s, vulnerable to societal changes but still holding together.

Data, technology and insights have forever changed the public

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relations and corporate communications function. Failure to adapt is more a matter of willingness than inability. Now, technology, data and insights inform more meaningful objectives and elevate

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performance evaluation. The result is a positive return on PR investment, reduced reputational risk and optimal efficiency. By ignoring these essential assets, PR professionals risk losing executive attention and

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organizational investment. While "building buzz" or "breaking through the media clutter" may have been adequate measures of success in the past, the top executives who fund and evaluate corporate

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communications expect much more, including a quantifiable and positive return on PR investment. Leaders assume that corporate communications and PR professionals already understand the fundamentals of

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business, and they expect an ability to contextualize PR objectives, outputs and outcomes in the language of business. PR Technology, Data and Insights helps communications professionals

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understand the purpose-built technologies, data assets and actionable insights available to them while sharing best practices to apply these assets for improved PR performance over time, versus objectives and

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against competitors. Using case studies from industries as varied as financial services, technology, travel, automotive and more, along with best practice examples from Adobe, Mastercard, Southwest, Ford

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*and other world class
organizations, PR Technology,
Data and Insights shows
professional communicators how
to optimize technology, lead with
data, quantify PR's ability to
convert public relations outputs*

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*to business outcomes, and
deliver insights that empower
executive decision-making.*

Domestic Revolutions

The Austrian Mind

*Eight New Practices for the PR
Professional*

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*Jumbos and Jumping Devils
The Fall of Advertising and the
Rise of PR
The Devastating Consequences
of Urban Violence--and a Bold
New Plan for Peace in the
Streets*

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The History of Illustration *Share This Too*

Available for the first time
in English, Cruz Miguel
Ortiz Cuadra's magisterial
history of the foods and
eating habits of Puerto Rico

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unfolds into an examination of Puerto Rican society from the Spanish conquest to the present. Each chapter is centered on an iconic Puerto Rican foodstuff, from rice and cornmeal to beans, roots, herbs, fish, and

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meat. Ortiz shows how their production and consumption connects with race, ethnicity, gender, social class, and cultural appropriation in Puerto Rico. Using a multidisciplinary approach

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and a sweeping array of sources, Ortiz asks whether Puerto Ricans really still are what they ate. Whether judging by a host of social and economic factors--or by the foods once eaten that have now disappeared--Ortiz

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concludes that the nature of daily life in Puerto Rico has experienced a sea change.

The follow up to Share This: The Social Media Handbook for PR Professionals. Share This is a practical handbook to

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the changes taking place in the media and was conceived and written by 24 public relations practitioners using many of the social tools and techniques that it addresses. The book covered the media and public

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relations industry, planning,
social networks, online
media relations, monitoring
and measurement, skills,
industry change and the
future of the industry. Share
This Too is also a pragmatic
guide for anyone that wants

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to continue working in public relations. It is a larger book with more than 30 contributors, including all of those from the highly successful first book and many of whom are successful authors in their own right.

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It probes more deeply into the subject and is divided into seven sections: The future of public relations Audiences and online habits Conversations New channels, new connections Professional practice Business change and

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opportunities for the public
relations industry Future
proofing the public
relations industry The
content entirely complements
the first book rather
than merely updates it. It
delves deeply into what is

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current in the theory,
delivery and evaluation of
21st century public relations
and organisational
communication.

An exploration of why we
play video games despite the
fact that we are almost

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certain to feel unhappy when we fail at them. We may think of video games as being "fun," but in *The Art of Failure*, Jesper Juul claims that this is almost entirely mistaken. When we play video games, our facial

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expressions are rarely those of happiness or bliss.

Instead, we frown, grimace, and shout in frustration as we lose, or die, or fail to advance to the next level.

Humans may have a fundamental desire to

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succeed and feel competent, but game players choose to engage in an activity in which they are nearly certain to fail and feel incompetent. So why do we play video games even though they make us unhappy? Juul

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examines this paradox. In video games, as in tragic works of art, literature, theater, and cinema, it seems that we want to experience unpleasantness even if we also dislike it. Reader or audience reaction

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to tragedy is often explained as catharsis, as a purging of negative emotions. But, Juul points out, this doesn't seem to be the case for video game players. Games do not purge us of unpleasant emotions;

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they produce them in the first place. What, then, does failure in video game playing do? Juul argues that failure in a game is unique in that when you fail in a game, you (not a character) are in some way inadequate.

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Yet games also motivate us to play more, in order to escape that inadequacy, and the feeling of escaping failure (often by improving skills) is a central enjoyment of games. Games, writes Juul, are the art of

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failure: the singular art form that sets us up for failure and allows us to experience it and experiment with it. The Art of Failure is essential reading for anyone interested in video games, whether as

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entertainment, art, or
education.

Winner of the 2019 Textbook
& Academic Authors
Association's The Most
Promising New Textbook Award
How can public relations
play a more active role in

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the betterment of society?
Introduction to Strategic
Public Relations: Digital,
Global, and Socially
Responsible Communication
prepares you for success in
today's fast-changing PR
environment. Recognizing

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that developments in technology, business, and culture require a fresh approach, Janis T. Page and Lawrence Parnell have written a practical introductory text that aligns these shifts with the

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body of knowledge from which the discipline of public relations was built. Because the practice of public relations is rooted in credibility, the authors believe that you must become ethical and socially

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responsible communicators more concerned with building trust and respect with diverse communities than with creating throwaway content. The authors balance this approach with a focus on communication theory,

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history, process, and practice and on understanding how these apply to strategic public relations planning, as well as on learning how to create a believable and persuasive message. Key Features

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Chapter-opening Scenarios capture your attention by discussing current PR challenges—such as the Wells Fargo cross-selling, VW emissions cover-up, and P&G's "Like a Girl" campaign—and thus frame the

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chapter content and encourage active reading. At the end of the chapter, you explore various aspects of socially responsible communication to "solve" the PR challenge. Socially Responsible Case Studies in

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each chapter illustrate the key responsibilities of a modern public relations professional such as media relations, crisis communications, employee communications, applied communications research, and

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corporate and government-specific communications. Each case features problem-solving questions to encourage critical thinking. Social Responsibility in Action boxes feature short, specific social

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responsibility cases—such as
Universals' #NoFoodWasted,
Nespresso in South Sudan,
and Merck's collaboration
with AIDS activists—to
highlight best practices and
effective tactics, showing
the link between sound

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public relations strategy
and meaningful social
responsibility programs.
Insight boxes spark
classroom discussion on
particularly important or
unique topics in each
chapter. Personality Profile

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boxes will inspire you with stories from PR veterans and rising stars such as the U.S. CEO of Burson-Marsteller, the Chief Communication Officer of the United Nations Foundation, and the Executive VP at

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HavasPR.

A History of Food, Culture,
and Identity

A Social History Of Spin
Captains Of Consciousness
Advertising And The Social
Roots Of The Consumer
Culture

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How to Use Social Media,
Online Video, Mobile
Applications, Blogs,
Newsjacking, and Viral
Marketing to Reach Buyers
Directly

The Social Media Handbook
for PR Professionals

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The New Cultural History
An Essay on the Pain of
Playing Video Games
Including: Content
Marketing, SEO, Social Media
& PR Best Practices

*If you want to be the best,
you have to have the right*

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*skillset. From strategy,
mobile and ecommerce to
social media, SEO and PR,
THE ULTIMATE MARKETING & PR
BOOK is a dynamic collection
of tools, techniques, and
strategies for success.
Discover the main themes,*

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*key ideas and tools you need
and bring it all together
with practical exercises.
This is your complete course
in modern marketing. ABOUT
THE SERIES ULTIMATE books
are for managers, leaders,
and business executives who*

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*want to succeed at work.
From marketing and sales to
management and finance, each
title gives comprehensive
coverage of the essential
business skills you need to
get ahead in your career.
Written in straightforward*

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English, each book is designed to help you quickly master the subject, with fun quizzes embedded so that you can check how you're doing. History of Illustration' covers image-making and print history from around

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the world, spanning from the ancient to the modern.

Hundreds of color images show illustrations within their social, cultural, and technical context, while they are ordered from the past to the present. Readers

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*will be able to analyze
images for their displayed
techniques, cultural
standards, and ideas to
appreciate the art form.
This essential guide is the
first history of
illustration written by an*

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*international team of
illustration historians,
practitioners, and
educators.*

*The digital era's new
consumer demands a new
approach to PR Inbound PR is
the handbook that can*

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*transform your agency's
business. Today's customer
is fundamentally different,
and traditional PR
strategies are falling by
the wayside. Nobody wants to
feel "marketed to;" we want
to make our own choices*

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*based on our own research
and experiences online. When
problems arise, we demand
answers on social media,
directly engaging the
company in front of a global
audience. We are the most
empowered, sophisticated*

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customer base in the history of PR, and PR professionals must draw upon an enormous breadth of skills and techniques to serve their clients' interests.

Unfortunately, those efforts are becoming increasingly

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ephemeral and difficult to track using traditional metrics. This book merges content and measurement to give today's PR agencies a new way to build brands, evaluate performance and track ROI. The ability to

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*reach the new consumer,
build the relationship, and
quantify the ROI of PR
services allows you to
develop an inbound business
and the internal
capabilities to meet and
exceed the needs of the most*

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demanding client. In this digital age of constant contact and worldwide platforms, it's the only way to sustainably grow your business and expand your reach while bolstering your effectiveness on any

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*platform. This book shows
you what you need to know,
and gives you a clear
framework for putting
numbers to reputation. Build
brand awareness without
"marketing to" the audience
Generate more, higher-*

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*quality customer or media
leads Close the deal and
nurture the customer or
media relationship Track the
ROI of each stage in the
process Content is the name
of the game now, and PR
agencies must be able to*

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*prove their worth or risk
being swept under with
obsolete methods. Inbound PR
provides critical guidance
for PR growth in the digital
era, complete with a
practical framework for
stimulating that growth.*

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A detailed historical look at how copyright was negotiated and protected by authors, publishers, and the state in late imperial and modern China In Pirates and Publishers, Fei-Hsien Wang reveals the unknown social

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*and cultural history of
copyright in China from the
1890s through the 1950s, a
time of profound
sociopolitical changes. Wang
draws on a vast range of
previously underutilized
archival sources to show how*

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copyright was received, appropriated, and practiced in China, within and beyond the legal institutions of the state. Contrary to common belief, copyright was not a problematic doctrine simply imposed on China by

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foreign powers with little regard for Chinese cultural and social traditions.

Shifting the focus from the state legislation of copyright to the daily, on-the-ground negotiations among Chinese authors,

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publishers, and state agents, Wang presents a more dynamic, nuanced picture of the encounter between Chinese and foreign ideas and customs. Developing multiple ways for articulating their

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understanding of copyright, Chinese authors, booksellers, and publishers played a crucial role in its growth and eventual institutionalization in China. These individuals enforced what they viewed as

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copyright to justify their profit, protect their books, and crack down on piracy in a changing knowledge economy. As China transitioned from a late imperial system to a modern state, booksellers and

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publishers created and maintained their own economic rules and regulations when faced with the absence of an effective legal framework. Exploring how copyright was transplanted, adopted, and

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practiced, Pirates and Publishers demonstrates the pivotal roles of those who produce and circulate knowledge.

Reel Families

The PR Agency's Manual to Transforming Your Business

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*With Inbound
Pirates and Publishers
An Introduction to Creative
and Strategic Practices
The New Rules of Marketing
and PR
The Art of Failure
New Media, New Tools, New*

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Audiences

Discovering Public Relations

Este libro rompe con la engañosa dependencia que plantean las interpretaciones lineales del pasado, para ofrecer una visión amplia y a largo plazo

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del desarrollo y la institucionalización de las estrategias y las técnicas de comunicación estratégica, y de las relaciones públicas. En efecto, a falta de una teoría general que describa la aparición

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y el desarrollo de esta disciplina, los expertos han tendido a organizar tanto estas como sus antecedentes, en períodos de tiempo que presentan una evolución progresiva desde unos orígenes tempranos —poco

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sofisticados y no muy sobrados de ética— hasta las campañas actuales, con una visión planificada, estratégica y ética. Según Karen Russell y Meg Lamme, tales intentos de periodización han oscurecido

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nuestra comprensión de las relaciones públicas y su historia. De hecho, los historiadores especializados en la materia han buscado con ahínco un punto de partida, y han dado fe de las limitaciones que ello supone

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para la comprensión de su desarrollo, en Estados Unidos y el resto del mundo. Para ello, se ha procurado corregir malentendidos acerca de la historia de las relaciones públicas que han (mal)

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conformado la teoría durante más de veinte años, así como describir y comprender la relación histórica que existe entre estas, los medios de comunicación y los contextos históricos en los que emergieron

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Public relations as described in this volume is, among other things, society's solution to problems of maladjustment that plague an overcomplex world. All of us, individuals or organizations, depend for

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survival and growth on adjustment to our publics. Publicist Edward L. Bernays offers here the kind of advice individuals and a variety of organizations sought from him on a professional basis during

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more than four decades. With such knowledge, every intelligent person can carry on his or her activities more effectively. This book provides know-why as well know-how. Bernays explains the underlying

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philosophy of public relations and the PR methods and practices to be applied in specific cases. He presents broad approaches and solutions as they were successfully carried out in his long professional

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career. Public relations is not publicity, press agentry, promotion, advertising, or a bag of tricks, but a continuing process of social integration. It is a field of adjusting private and public interest. Everyone

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engaged in any public activity, and every student of human behavior and society, will find in this book a challenge and opportunity to further both the public interest and their own interest.

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"This concise, action-oriented book shows practitioners how to systematically expand their roles, improve their processes, and sharpen their strategies to engage with today's more sophisticated and socialized

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customers. Drawing on her extensive client experience, Breakenridge helps you respond to consumers who demand control over their own brand relationships... marry communications with technology

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more effectively, and become your organization's go-to resource on social technology decisions... reflect social media realities throughout your policies and governance... generate greater internal collaboration,

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eliminating silos once and for all... listen to consumers' conversations, and apply what you're learning... build communications crisis plans you can implement at a moment's notice... develop profound new

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insights into how consumers construct and perceive their brand relationships... practice "reputation management on steroids"... take the lead on identifying and applying metrics... and much more."

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--Publisher description.

Typecasting chronicles the emergence of the "science of first impression" and reveals how the work of its creators—early social scientists—continues to shape

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how we see the world and to inform our most fundamental and unconscious judgments of beauty, humanity, and degeneracy. In this groundbreaking exploration of the growth of stereotyping

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amidst the rise of modern society, authors Ewen & Ewen demonstrate "typecasting" as a persistent cultural practice. Drawing on fields as diverse as history, pop culture, racial science, and film, and including

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over one hundred images, many published here for the first time, the authors present a vivid portrait of stereotyping as it was forged by colonialism, industrialization, mass media, urban life, and the global

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economy.

Pr!

Myths of PR

On the Arts and Sciences of

Human Inequality

Social Media and Public

Relations

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Social Work Practice and Social
Welfare Policy in the United
States

The Engineering of Consent
Reproducing Empire

The Ultimate Marketing & PR
Book

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From a Harvard scholar and former Obama official, a powerful proposal for curtailing violent crime in America Urban violence is one of the most divisive and allegedly intractable issues of our time. But as Harvard scholar Thomas Abt shows

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in *Bleeding Out*, we actually possess all the tools necessary to stem violence in our cities. Coupling the latest social science with firsthand experience as a crime-fighter, Abt proposes a relentless focus on violence itself -- not drugs, gangs, or

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guns. Because violence is "sticky," clustering among small groups of people and places, it can be predicted and prevented using a series of smart-on-crime strategies that do not require new laws or big budgets. Bringing these strategies together,

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Abt offers a concrete, cost-effective plan to reduce homicides by over 50 percent in eight years, saving more than 12,000 lives nationally. Violence acts as a linchpin for urban poverty, so curbing such crime can unlock the untapped potential of our cities' most

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disadvantaged communities and help us to bridge the nation's larger economic and social divides. Urgent yet hopeful, *Bleeding Out* offers practical solutions to the national emergency of urban violence -- and challenges readers to demand action.

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A provocative, compelling, and entertaining look at how the power of images dominates every aspect of our lives.

The early years of the twentieth century were a difficult period for Big Business. Corporate monopolies,

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the brutal exploitation of labor, and unscrupulous business practices were the target of blistering attacks from a muckraking press and an increasingly resentful public. Corporate giants were no longer able to operate free from the scrutiny of

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the masses."The crowd is now in the saddle," warned Ivy Lee, one of America's first corporate public relations men. "The people now rule. We have substituted for the divine right of kings, the divine right of the multitude." Unless corporations

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developed means for counteracting public disapproval, he cautioned, their future would be in peril. Lee's words heralded the dawn of an era in which corporate image management was to become a paramount feature of American society. Some

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corporations, such as AT&T, responded inventively to the emergency. Others, like Standard Oil of New Jersey (known today as Exxon), continued to fumble the PR ball for decades. The Age of Public Relations had begun. In this long-

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awaited, pathbreaking book, Stuart Ewen tells the story of the Age unfolding: the social conditions that brought it about; the ideas that inspired the strategies of public relations specialists; the growing use of images as tools of persuasion; and,

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finally, the ways that the rise of public relations interacted with the changing dynamics of public life itself. He takes us on a vivid journey into the thinking of PR practitioners—from Edward Bernays to George Gallup—exploring some of

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the most significant campaigns to mold the public mind, and revealing disturbing trends that have persisted to the present day. Using previously confidential sources, and with the aid of dozens of illustrations from the past hundred years, Ewen sheds

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unsparing light on the contours and contradictions of American democracy on the threshold of a new millennium.

A completely revised and updated edition of the BusinessWeek bestseller on effective, modern

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marketing and PR best practices The New Rules of Marketing and PR shows you how to leverage the potential that Web-based communication offers your business. Finally, you can speak directly to customers and buyers, establishing a

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personal link with the people who make your business work. This new second edition paperback keeps you up-to-date on the latest trends. New case studies and current examples are included to illustrate the very latest in marketing and PR trends

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Completely updated to reflect the latest marketing and PR techniques using social media sites such as Twitter, Facebook, and YouTube
Includes a step-by-step action plan for harnessing the power of the Internet to communicate directly

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with buyers, increase sales, and raise online visibility David Meerman Scott is a renowned online marketing strategist, keynote speaker and the author of World Wide Rave, from Wiley The New Rules of Marketing and PR, Second Edition gives you all

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the information you need to craft powerful and effective marketing messages and get them to the right people at the right moment-at a fraction of the price of a traditional marketing campaign.

An Intellectual and Social History,

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1848-1938

America Calling

Igniting a Positive Return on Your
Communications Investment

Race, Sex, Science, and U.S.

Imperialism in Puerto Rico

Popular Culture and Social Change

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PR 2.0

Bleeding Out

PR Technology, Data and Insights

*Examines the influence of culture
on the newest studies of history,
and presents several models for
modern cultural history*

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Jumbos and Jumping Devils is a pioneering exploration of the social history of circus in India over the last 150 years. It presents a wide variety of amazing tales ranging from the blooming and evolution of circus acrobatics in

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early twentieth-century Malabar to the sensational legal battles following the ban of wild animals and children from the circus ring in the twenty-first century. Alongside extensive fieldwork and interviews, the author has used

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*memorabilia including
photographs, notices, posters,
letters, diaries, unpublished
autobiographies, private papers,
and recollections of the circus
community to chronicle the
hitherto untold story of the Indian*

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circus. The book paves the way for a new sociocultural analysis of performance genres and popular culture in the subcontinent against several overlapping contexts. These include the remaking of caste and gender identities,

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*transformation of physical cultures
and bodies, interventions of the
colonial and postcolonial states,
and emergence of new
transregional and transnational
spaces.*

Popular Culture and Social

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Change: The Hidden Work of Public Relations argues the complicated and contradictory relationship between public relations, popular culture and social change is a neglected theoretical project. Its diverse

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chapters identify ways in which public relations influences the production of popular culture and how alternative, often community-driven conceptualisations of public relations work can be harnessed for social change and in pursuit of

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social justice. This book opens up critical scholarship on public relations in that it moves beyond corporate understandings and perspectives to explore alternative and eclectic communicative cultures, in part to consider a

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*more optimistic conceptualisation
of public relations as a resource
for progressive social change.
Fitch and Motion began with an
interest in identifying the ways in
which public relations both draws
on and influences the production*

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of popular culture by creating, promoting and amplifying particular narratives and images. The chapters in this book consider how public relations creates popular cultures that are deeply compromised and commercialised,

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but at the same time can be harnessed to advocate for social change in supporting, reproducing, challenging or resisting the status quo. Drawing on critical and sociocultural perspectives, this book is an important resource for

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researchers, educators and students exploring public relations theory, strategic communication and promotional culture. It investigates the entanglement of public relations, popular culture and social change in different

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social, cultural and political contexts – from fashion and fortune telling to race activism and aesthetic labour – in order to better understand the (often subterranean) societal influence of public relations activity.

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Captains of Consciousness offers a historical look at the origins of the advertising industry and consumer society at the turn of the twentieth century. For this new edition Stuart Ewen, one of our foremost interpreters of popular culture, has

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written a new preface that considers the continuing influence of advertising and commercialism in contemporary life. Not limiting his critique strictly to consumers and the advertising culture that serves them, he provides a

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fascinating history of the ways in which business has refined its search for new consumers by ingratiating itself into Americans' everyday lives. A timely and still-fascinating critique of life in a consumer culture.

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*All Publicity is Good Publicity and
Other Popular Misconceptions*

*Crystallizing Public Opinion
The Politics Of Style In
Contemporary Culture
A History*

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*How to Use Public Relations, Press
Releases, and Social Media to Sell
More Books*

*Understand Your Customers,
Master Digital Marketing, Perfect
Public Relations*

Removing the Spin: Una nueva

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*teoría histórica de las Relaciones
Públicas.*

Praise for PR 2.0 “An ‘easy read’ filled with practical examples of how marketing professionals can leverage these new tools to enhance PR activities. The

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‘Interviews with the Experts’ sections were especially useful in helping to highlight how companies have benefited from PR2.0.” Maura Mahoney, Senior Director, RCN Metro Optical Networks “P.R. 2.0 is a must-

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read for any marketing or PR professional. It is filled with expert advice, real-world examples, and practical guidance to help us better understand the new media tools and social networking concepts

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available and how we can use them for our specific branding needs. This book is excellent for someone who is trying to understand the new web-based media and social networking concepts, as well those who are

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experienced in applying the new media tools and are curious about what everyone else is doing and what tools are producing the best ROI. This isn't a book filled with simple tips and tricks--it's an essential

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guidebook for the marketing/PR professional to better understand the new media options and how to apply them effectively to achieve results.” Jenny Fisher, Director Sales and Marketing Operations, Catalent Pharma

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Solutions “Wading through the thicket of expanding Internet tools--from MySpace to Facebook, from Twitter to Flickr--is no easy challenge. And once you finally understand these strange new art forms,

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how the heck do you harness them? Answer: You buy this book. Deirdre Breakenridge knows the Net--how to measure it, monitor it, and use it to maximize public relations performance. Best of all, she

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explains it in a style that even a Luddite can comprehend.”

Fraser P. Seitel, author of *The Practice of Public Relations* and coauthor of *IdeaWise The New Future of Public Relations!* In today's Web 2.0 world, traditional

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methods of communication won't reach your audiences, much less convince them. Here's the good news: Powerful new tools offer you an unprecedented opportunity to start a meaningful two-way conversation with

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everyone who matters to you. In PR 2.0, Deirdre Breakenridge helps you master these tools and use them to the fullest possible advantage in all your public relations work. You'll learn the best ways to utilize blogs, social

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networking, online newswires, RSS technology, podcasts, and the rest of today's Web 2.0 tools. Breakenridge shows how to choose the right strategies for each PR scenario and environment, keep the best Web

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1.0 tools, and stop using outmoded tactics that have rapidly become counterproductive. Breakenridge introduces an extraordinary array of new PR best practices, including setting up online

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newsrooms, using visual and social media in releases, and leveraging new online research and analytics tools. She offers powerful new ways to think about PR, plan for it, and react to the new PR challenges the Web

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presents. Breakenridge also includes interviews with today's leading PR 2.0 practitioners. PR 1.0 vs. PR 2.0 Identify the needs of companies and clients, and how to integrate them for greatest effectiveness Reaching

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today's crucial wired media
Powerful new strategies for
pitching and media distribution
Best uses of traditional PR
tactics Better ways to use viral
marketing, online newsletters, e-
blasts, VNRs, and webcasts PR

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2.0: Making the most of the
newest tools Interactive online
newsrooms, visual media, blogs,
RSS, podcasts, and beyond
Social media: Your new 24/7
focus panel Powerful new ways
to capture emerging customer

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desires and needs

Why This Book Could Really
Help YOUR Book Sales Public
relations - or PR - is a vital part
of any author's marketing toolkit.
Not just because it is free, it's
extremely powerful and quite

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under-used. Yet it isn't difficult. PR is about being available, being friendly, and having information to send to people who ask for it. Those people could be reporters, bloggers, reviewers, or anyone who may

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be interested in your book, your message, and your author brand. HOW PR CAN HELP YOU You could get started on a PR campaign right now. All you need to do is write a press release and send it out online via a free

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online press release distribution service. Press releases are one of the most important tools of PR. Lots of authors struggle with this but it is a learned skill that you can easily pick up. You could even send out duff press

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releases and still get good backlinks and SEO for your site and social proof for yourself. Not that you'll have to, after reading this book! It's all about social proof. You need to make sure that you're everywhere, should

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reporters decide to come looking for you. Your frequent sending of press releases and posting on social media should make that much, much more likely.

Establishing yourself as an expert will also help that, too.

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Use the tips and techniques in this book to build your own personal database of reporters and other contacts, improve your social media skills (so you don't waste time but do reach the right people), and make sure that your

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author brand and reputation - both online and off - are the best they can be. THIS BOOK WILL SHOW YOU: * What PR is - and what it isn't. * How to find great lists of reporters using a little-known method. * How to find the

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'story' or hook in your book to turn it into a great press release.

* The best free press release distribution services. * The PR possibilities of your website. *

How to set up a 'press room' on your website. * The PR

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possibilities of social media. *
What to do next time you publish
a book, for maximum PR
exposure. and lots more.
Examines amateur film,
filmmaking, and equipment from
the late 1890s to the present,

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focusing on the emerging and changing discourse of aesthetics, creativity and innovation, and standards of production.

Part One of this book shows how bureaucracy sustained the

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Habsburg Empire while inciting economists, legal theorists, and socialists to urge reform. Part Two examines how Vienna's coffeehouses, theaters, and concert halls stimulated creativity together with complacency. Part

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Three explores the fin-de-siecle world view known as Viennese Impressionism. Interacting with positivistic science, this reverence for the ephemeral inspired such pioneers ad Mach, Wittgenstein, Buber, and Freud.

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Part Four describes the vision of an ordered cosmos which flourished among Germans in Bohemia. Their philosophers cultivated a Leibnizian faith whose eventual collapse haunted Kafka and Mahler. Part

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Five explains how in Hungary wishful thinking reinforced a political activism rare elsewhere in Habsburg domains. Engage intellectuals like Lukacs and Mannheim systematized the sociology of knowledge, while

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two other Hungarians, Herzl and Nordau, initiated political Zionism. Part Six investigates certain attributes that have permeated Austrian thought, such as hostility to technology and delight in polar opposites.

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A Social History of Indian Circus
Journalism and PR

News Media and Public
Relations in the Digital Age
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100+ Quick Tips to Get Your
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More Social Media Solutions for
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News Releases, Online Video,
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Share This is a practical handbook to the biggest changes taking place in the media and its professions by the Chartered Institute of Public Relations (CIPR) Social Media Panel. The book was conceived and

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written by more than 20 public relations practitioners representing a cross-section of public, private and voluntary sector expertise using many of the social tools and techniques that it addresses. The book is split into 26 chapters

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over eight topic areas covering the media and public relations industry, planning, social networks, online media relations, monitoring and measurement, skills, industry change and the future of the industry. It ' sa pragmatic guide for

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anyone that works in public relations and wants to continue working in the industry. Share This was edited by Stephen Waddington with contributions from: Katy Howell, Simon Sanders, Andrew Smith, Helen Nowicka, Gemma Griffiths,

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AlexLacey, Matt Appleby, Dan Tyte,
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Bailey, Rachel Miller, Mark Pack,
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a new edition When it comes to
marketing, anything goes in the
Digital Age, right? Well, not quite.
While marketing and public

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relations tactics do seem to change overnight, every smart businessperson knows that it takes a lot more than the 'next big thing.' The New Rules of Marketing & PR is an international bestseller with more than 375,000 copies sold in

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You'll learn how get the right information to the right people at the right time—at a fraction of the cost of traditional advertising. The Internet continues to change the way people communicate and interact with each other, and if

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you're struggling to keep up with what's trending in social media, online videos, apps, blogs, or more, your product or service is bound to get lost in the ether. In *The New Rules of Marketing & PR*, you'll get access to the tried-and-true rules

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that will keep you ahead of the curve when using the latest and greatest digital spaces to their fullest PR, marketing, and customer-communications potential. Keeping in mind that your audience is savvy and crunched for time, this

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essential guide shows you how to cut through the online clutter to ensure that your message gets seen and heard. Serves as the ideal resource for entrepreneurs, business owners, marketers, PR professionals, and non-profit

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managers Offers a wealth of compelling case studies and real-world examples Includes information on new platforms including Facebook Live and Snapchat Shows both small and large organizations how to best use

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Web-based communication Finally, everything you need to speak directly to your audience and establish a personal link with those who make your business work is in one place.

Original and compelling, Laura

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Briggs's *Reproducing Empire* shows how, for both Puerto Ricans and North Americans, ideologies of sexuality, reproduction, and gender have shaped relations between the island and the mainland. From science to public policy, the "culture

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of poverty" to overpopulation, feminism to Puerto Rican nationalism, this book uncovers the persistence of concerns about motherhood, prostitution, and family in shaping the beliefs and practices of virtually every player in the

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twentieth-century drama of Puerto Rican colonialism. In this way, it sheds light on the legacies haunting contemporary debates over globalization. Puerto Rico is a perfect lens through which to examine colonialism and

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globalization because for the past century it has been where the United States has expressed and fine-tuned its attitudes toward its own expansionism. Puerto Rico's history holds no simple lessons for present-day debate over

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globalization but does unearth some of its history. *Reproducing Empire* suggests that interventionist discourses of rescue, family, and sexuality fueled U.S. imperial projects and organized American colonialism. Through the politics,

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biology, and medicine of eugenics, prostitution, and birth control, the United States has justified its presence in the territory's politics and society. Briggs makes an innovative contribution to Puerto Rican and U.S. history, effectively

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arguing that gender has been crucial to the relationship between the United States and Puerto Rico, and more broadly, to U.S. expansion elsewhere.

Myths of PR uses popular myths about the theory and practice of

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public relations as a vehicle for helping startup owners, brand marketers, communications practitioners and students to distinguish between fads and tried-and-tested PR practice. Its purpose is to shatter widespread

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misconceptions about PR, and grant readers insights into why these myths have endured in spite of clearly demonstrable evidence to the contrary. By exploring topics that readers will relate to (though many might frequently

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misunderstand), Myths of PR will shed new light on essential PR methodology. From the assumption that PR is a never-ending party, propagated by the way the industry is shown in the media and entertainment, to more potentially

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damaging misconceptions such as the often-repeated 'all publicity is good publicity', it is an engaging, anecdotal read that offers authentic insights into the reality of PR practice from one of the brightest and most exciting young

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communication experts in the UK.

A Social History Of Hype

A Social History of Amateur Film

All Consuming Images

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Eating Puerto Rico

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Modern China

Typecasting

***Public relations and
journalism have had a
difficult relationship for
over a century,
characterised by mutual***

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*dependence and - often -
mutual distrust. The two
professions have vied with
each other for primacy:
journalists could open or
close the gates, but PR had
the stories, the contacts
and often the budgets for*

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extravagant campaigns. The arrival of the internet, and especially of social media, has changed much of that. These new technologies have turned the audience into players - who play an important part in making the

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reputation, and the brand, of everyone from heads of state to new car models vulnerable to viral tweets and social media attacks. Companies, parties and governments are seeking more protection - especially

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since individuals within these organisations can themselves damage, even destroy, their brand or reputation with an ill-chosen remark or an appearance of arrogance. The pressures, and the

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possibilities, of the digital age have given public figures and institutions both a necessity to protect themselves, and channels to promote themselves free of news media gatekeepers.

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Political and corporate communications professionals have become more essential, and more influential within the top echelons of business, politics and other institutions. Companies and governments can now - must

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now - become media themselves, putting out a message 24/7, establishing channels of their own, creating content to attract audiences and reaching out to their networks to involve them in their strategies

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Journalism is being brought into these new, more influential and fast growing communications strategies. And, as newspapers struggle to stay alive, journalists must adapt to a world where old barriers are being

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*smashed and new
relationships built - this
time with public relations
in the driving seat. The
world being created is at
once more protected and more
transparent; the
communicators are at once*

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more influential and more fragile. This unique study illuminates a new media age. The telephone looms large in our lives, as ever present in modern societies as cars and television. Claude Fischer presents the first

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*social history of this vital
but little-studied
technology—how we
encountered, tested, and
ultimately embraced it with
enthusiasm. Using telephone
ads, oral histories,
telephone industry*

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*correspondence, and
statistical data, Fischer's
work is a colorful
exploration of how, when,
and why Americans started
communicating in this
radically new manner.
Studying three California*

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*communities, Fischer
uncovers how the telephone
became integrated into the
private worlds and community
activities of average
Americans in the first
decades of this century.
Women were especially avid*

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in their use, a phenomenon which the industry first vigorously discouraged and then later wholeheartedly promoted. Again and again Fischer finds that the telephone supported a wide-ranging network of social

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relations and played a crucial role in community life, especially for women, from organizing children's relationships and church activities to alleviating the loneliness and boredom of rural life. Deftly

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written and meticulously researched, America Calling adds an important new chapter to the social history of our nation and illuminates a fundamental aspect of cultural modernism that is integral to

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contemporary life.
Discovering Public Relations
introduces students to the
field of PR in a practical,
applied, and hands-on way
that prepares them for the
modern workplace. Author
Karen Freberg guides

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students through the evolution of contemporary PR practices with an emphasis on social media, digital communication, creativity, and diversity. Understanding that innovation alone can't create success, Freberg

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shows students how to use, choose, and implement evidence-based practices to guide their strategic campaigns. The text will transform today's students into tomorrow's successful PR professionals by giving

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***them the tools to think
creatively, innovate
effectively, and deploy
research-backed tactics for
successful campaigns.
Bestselling authors and
world-renowned marketing
strategists Al and Laura***

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Ries usher in the new era of public relations. Today's major brands are born with publicity, not advertising. A closer look at the history of the most successful modern brands shows this to be true. In fact, an

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astounding number of brands, including Palm, Starbucks, the Body Shop, Wal-Mart, Red Bull and Zara have been built with virtually no advertising. Using in-depth case histories of successful PR

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campaigns coupled with those of unsuccessful advertising campaigns, The Fall of Advertising provides valuable ideas for marketers -- all the while demonstrating why advertising lacks

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credibility, the crucial ingredient in brand building, and how only PR can supply that credibility; the big bang approach advocated by advertising people should be abandoned in favor of a slow build-up

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by PR; advertising should only be used to maintain brands once they have been established through publicity. Bold and accessible, The Fall of Advertising is bound to turn the world of marketing

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upside down.

*The Hidden Work of Public
Relations*

Inbound PR

*A Social History of the
Telephone to 1940*

*Digital, Global, and
Socially Responsible*

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Communication

***A Social History Of American
Family Life***

PR for Authors

***A Modern Guide to Public
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Traces the history of

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**public relations as a
tool born during the
Industrial Revolution to
counter the attacks by
muckrakers, and examines
how it has been used
throughout American**

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