



The AMA Handbook of Public Relations

Robert L. Dilenschneider

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Foreword by Maria Bartiromo Public relations was among the first industries to harness the power of the Internet. As a medium for corporate communications, branding, product information, and more, the Web's value was readily apparent. But the Internet is a double-edged sword whose perils are every bit as important to control. "The AMA Handbook of Public Relations" is written to help professionals merge their traditional and Web-based campaigns while protecting their clients, companies, and themselves against harmful attention. Based on in-depth interviews and cutting-edge research, the book combines proven PR strategies with up-to-the-minute Web savvy to help readers: - Master media relations - Manage rumors and crises - Adapt areas of specialization to the Internet - Work with trade publications - Leverage websites, blogs, podcasts, and social networking sites - Monitor the Web for positive and negative feedback - Allocate resources and establish budgets - Measure the impact of Internet strategies - And more. Designed for daily use in a changed and changing world, "The AMA Handbook of Public Relations" covers everything today's PR professional needs to know.

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