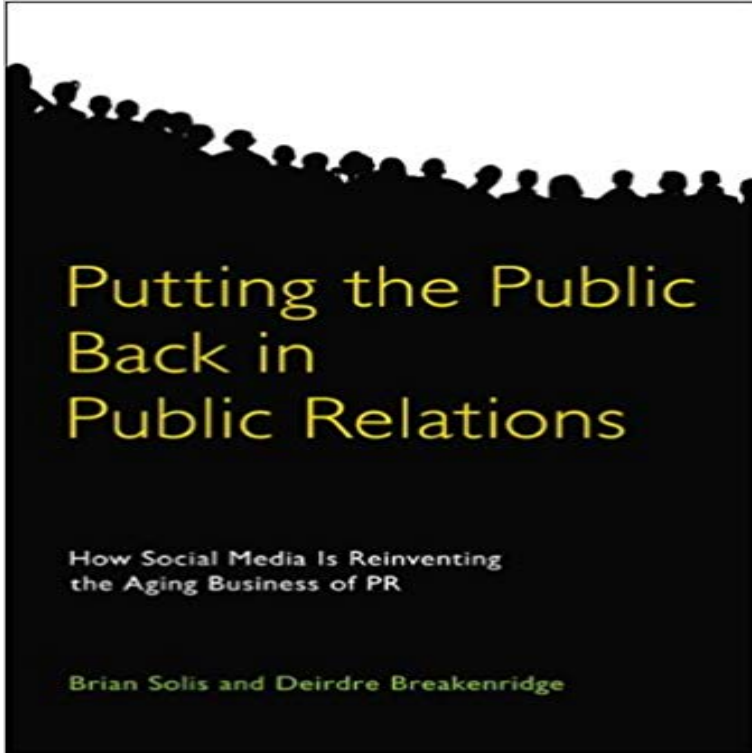


Putting the Public Back in Public Relations: How Social Media Is Reinventing the Aging Business of PR



Forget the pitch: Yesterdays PR techniques just dont work anymore. Thats the bad news. Heres the great news: Social Media and Web 2.0 offer you an unprecedented opportunity to make PR work better than ever before. This book shows how to reinvent PR around two-way conversations, bring the public back into public relations and get results that traditional PR people can only dream about. Drawing on their unparalleled experience making Social Media work for business, PR 2.0.coms Brian Solis and industry leader Deirdre Breakenridge show how to transform the way you think, plan, prioritize, and deliver PR services. Youll learn powerful new ways to build the relationships that matter, and reach a new generation of influencers...leverage platforms ranging from Twitter to Facebook...truly embed yourself in the communities that are shaping the future. Best of all, you wont just learn how to add value in the Web 2.0 world: Youll learn how to prove how new, intelligent, and socially rooted PR will transform your organization into a proactive, participatory communication powerhouse that is in touch and informed with its community of stakeholders.

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