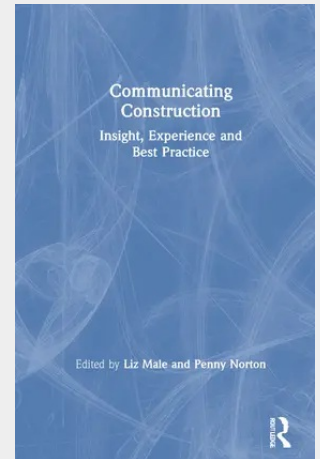


Communicating Construction

Insight, Experience and Best Practice

This book is a wide-ranging exploration of PR and communication in the construction industry, with a strong emphasis on communications theory, strategy and technique. The editors begin with an introduction to the UK construction industry and its supply chains, as well as various elements of PR in relation to the construction process. Subsequent chapters provide a strategic overview, practical examples, success stories, case studies and personal perspectives on PR for different parts of the built environment and reputational issues in construction. Chapters include expert advice on communications for architecture, planning, building consultancy, building products and manufacturers, general and specialist contractors, construction technology, infrastructure and communicating sustainability in the built environment. The conclusion looks at the current and upcoming reputational priorities for communicators in construction, as well as the top ten priorities for implementing PR as a strategic management discipline in the industry. This book is essential reading for all construction PR teams, students studying both for built environment and PR/marketing degrees and CPD courses, and anyone working in the built environment sector who needs to consider PR and marketing as part of their role.



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