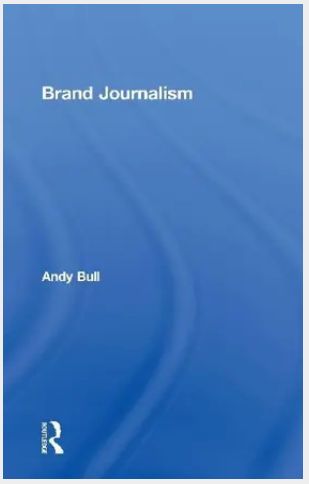
Bull

Brand Journalism

Responding to the newly-emerging trend of organisations hiring journalists to create content on their behalf, Brand Journalism is the first comprehensive, practical guide to this hybrid form of traditional journalism, marketing and public relations. This textbook takes a direct and practical approach to the subject, showing journalists and journalism students how they can apply their skills to working for a brand, and showing those who work for non-media organisations how their organisation can acquire the skills necessary to become a multimedia publisher. Areas covered include: • Establishing the audience your brand wants to engage with • Identifying your organisation's business goals • Developing a brand journalism strategy to help deliver those business goals • Measuring the results of your brand journalism strategy The book also features a wealth of case studies on the subject and offers an invaluable companion website - www.brand-journalism.co.uk.



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