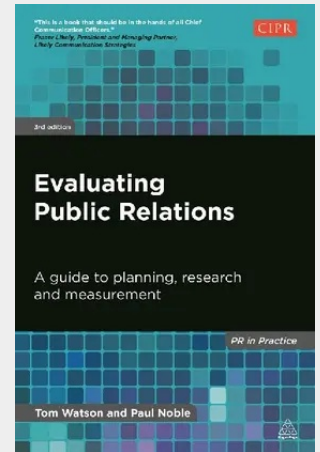


Evaluating Public Relations

A Guide to Planning, Research and Measurement

Operating under tight budget constraints and with an ever-increasing range of tools and technologies to choose from, PR professionals have never been under so much pressure to justify their decisions. **Evaluating Public Relations** advises PR practitioners at all levels on how to demonstrate clearly and objectively the impact that their work has to their clients and managers. The authors draw on both their practical and academic experience to discuss a diverse range of evaluation methods and strategies. This fully updated edition of **Evaluating Public Relations** includes coverage and advice on the industry standards on PR measurement. Covering both theory and practice and containing case studies on Philips, Pepsi, St John Ambulance, Medicare and Westminster City Council, it is an essential handbook for both students and experienced practitioners.

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