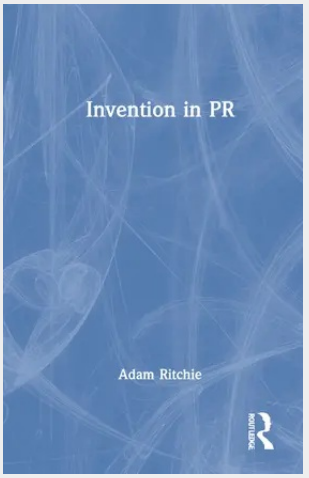
Ritchie

Invention in PR



A handbook for pushing the limits of PR to inventing things, rather than only promoting them. When PR teams live or die on the success or failure of the products and services they support, Invention in PR shows how they can take a stronger hand in their creation. This book says the profession can do better than waiting for someone else to determine, develop and package what a company sells. It spurs PR pros to go beyond what they're handed and come up with new products and services that change a brand's life. Through tales of award-winning campaigns passionately told by their creator, readers learn how to apply invention at the beginning of the PR process and take away usable strategies and tactics. With PR under constant pressure to evolve, communications pioneer Adam Ritchie uncovers practitioners' aptitude for invention and empowers them to harness it. For PR professionals ready to rebel against taking a back seat to their counterparts in marketing and advertising, Invention in PR teaches them how to beat every other discipline to the punch by coming up with the product or service idea first. This guide will fire up professionals of all generations about what they can build. It will change the way experienced pros approach their jobs, and inspire students to break the rules in the best possible ways.

Auf Anfrage

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