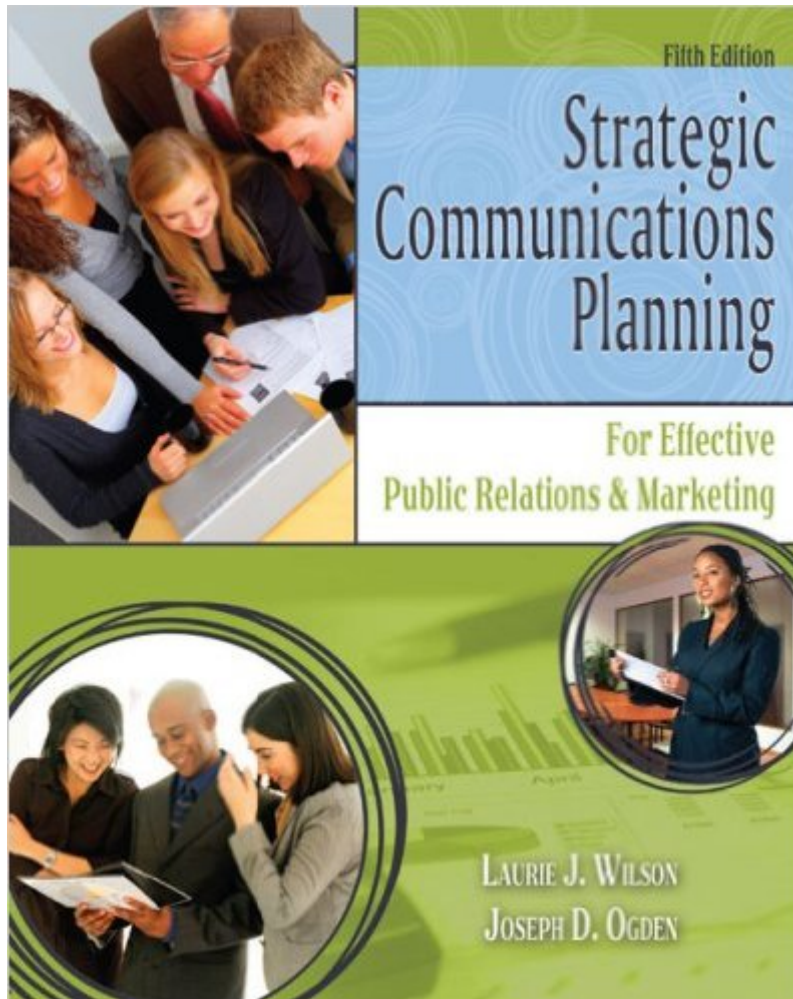


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# Strategic Communications Planning For Effective Public Relations And Marketing



# Synopsis

Fifth Edition

## Book Information

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## Customer Reviews

Book is expensive but I had to buy it for a class. I would say it's outdated, and I think that another more updated text is better. However, for what it is in the book if you want to catch up on theory in communications, it's not a bad read.

• This book literally changed the course of my entire professional life. I found the information about Social Media to be so extremely relevant and current, adaptable to any professional. I couldn't recommend this enough to other professors or anyone interested in strategic communication.

An amazing reference for strategic planning with case studies and good tips from professionals. I highly recommend it for whoever needs a quick learning to know how to conduct strategic planning for their business or jobs.

I ordered this book for my graduate school program. While I did not enjoy the class as a whole, this book is helpful and well written.

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