

<<(商业传播圣经)CORP COMM>>

图书基本信息

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## 内容概要

Public relations-the power to influence perception-has never been more critical to success. In today's media-saturated, Internetdriven, fast breaking global society, it can help us achieve our goals-or undo us. In this comprehensive manual, the "Father of Public Relations" shares his battle-tested secrets on how all of us can form a positive image. Whether you want to handle investor relations for a Fortune 500 firm, get attention for your small business, interact more effectively with employees, or reposi- tion your company for the new millennium, this eminently practical guide offers sound advice on every aspect of corporate communications: how to get the media on your side how to prepare for, respond to, and use a crisis to your advantage how to make speeches and presentations with confidence and ease how to transform your career though the power of the written word a, how to master up-to-the-minute methods for keeping communications vital Highlighted by interviews with experts in every area of communications, The Corporate Communications Bible is an invaluable resource no businessperson can afford to be without.

## 作者简介

Robert L. Ditchensneider is founder of The Dilenschneider Group, a corporate strategic counseling and public relations firm in New York City. He was formerly president and CEO of Hill & Knowlton, Inc., where he worked for nearly twenty-five years. He has l

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