

<<公共关系写作手册The Public>>

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内容概要

The second edition of the Public Relations Writer ' s Handbook offers a simple, step-by-step approach to creating a wide range of writing, from basic news releases, pitch letters, biographies, and media alerts, to more complex and sophisticated speeches, media campaign proposals, crisis responses, and in-house publications. In addition, the thoroughly expanded and updated second edition shows how to keep up with the best practices of the public relations profession, as well as with the speed made possible and required by the digital age.

作者简介

Merry Aronson is the founder and director of MerryMedia, a Los Angeles – based entertainment marketing and PR firm. She has worked as a journalist, entertainment publicist, and network television promotion executive, and has taught PR writing at New York U

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