

Jefkins Model

Marketing communications is a subject which has become popular in both marketing and public relations circles, but sometimes with different parameters. There are those who prefer to confine marketing communications to promotional activities, which is mostly an academic point of view, and there are those who see the subject in broader terms, embracing every aspect of communication which is how the subject is practised in the business world. While the author has long experience as a teacher and examiner, he also continues to be a professional practitioner. Consequently, the book aims to serve those concerned with both the academic and the professional in terpreta tions of marketing comm unica tions. I t is of course hoped that those who read the book will eventually acknowledge that there is more to marketing communi cations than advertising, sales promotion, selling, marketing research and public relations. It is also necessary to realise that public relations embraces much more than the 'publicity' in the 4Ps promotion box. Without wishing to be contentious, this broad approach is proposed so that communication strategy can have maximum effect. Very little has been published on this subject, and the book is therefore a pioneer attempt to establish the practical parameters of modern marketing communications. There are so many broad and narrow interpretations of marketing communications, but it is hoped that this book will be useful to teachers, students and practitioners. Working Principles for an Islamic Model in Mass Media CommunicationInternational Institute of Islamic Thought (IIIT) This book critically examines the rhetoric surrounding current trends in the adoption of tropes of interactivity in marketing communication. Concepts such as viral advertising, customer-generated content, brand communities and the whole panoply of Web 2.0-mediated marketing technologies all have their foundations in an overt positioning of interactivity as the source of value. Yet, what exactly is meant by interactivity in these contexts and how far does it represent a revolution in the methodologies of marketing? Anchoring his analysis in a critique of the assumptions of control embedded in current marketing communication models and the rhetorical analysis of exemplar texts from the Marketing Management, Customer Relationship Management and Marketing Paradigms, Chris Miles investigates the constructions and reconstructions of discourse that surround the uses of interactivity in contemporary marketing discourses. In doing so, he offers a radical new model of marketing based upon a recursive, constructivist understanding of communication that uses metaphors of invitation and exploration to rebuild the work culminates in a reading of the theory of Relationship Marketing that uses autism as an allegory to interrogate the communicative paradox at the heart of this contemporary marketing panacea.

Public Relations for Management Success

ESUT Journal of Management Sciences

Fresh Perspectives

Managing Football

1964 Pontiac GTO

Public Relations discuss the historical background, organization, definition, and promotion of the subject as a management function. The factors that influence public expectations of public relations are presented in detail. A section of the book enumerates the characteristics of an effective PR practitioner. Such factors as ability to communicate, organize, interact with people, having personal integrity, and imagination are explained thoroughly. The book provides a comprehensive discussion of the common and statute law affecting public relations. It also reviews the types of defamation like slander and libel. The topic copyright is explained. A section of the book covers the product's life cycle. This subject includes the packaging, distribution, sales force, market education, promotion, and merchandising of the product. It is important that management- employee relations should be stimulated by PR techniques. These techniques can be in the form of house journals, notice-boards, audio-visual, speak up schemes, shop-floor talks, staff conferences, and other get-togethers. The book will provide useful information to reporters, advertisers, commercial developers, students and researchers in the field of marketing.

Managing Football is the first book to directly respond to the rapid managerial, commercial and global development of the sport and offers a thorough analysis of how the football industry can meet the challenges that flow from these developments. Expertly edited by two well known specialists in football business management, it draws together the work of a world-class contributor team to form a comprehensive analysis of the most important issues facing the managers of football businesses across the world. The cutting edge analysis examines all the important business challenges in the football industry and the management of football businesses and covers all of the key football markets including England, Spain, France, Italy, Germany, Australia, North America, China, South Africa, South Korea, the Netherlands & Belgium, and Mexico. Managing Football is simply a must-read for anyone studying or working in football business management and is set to be an important landmark in this rapidly moving and globally expansive field.

An increasingly important element of sport business is the management of the myriad of relationships in which sport entities are involved. It is the relationship management aspect of sport which is the unique focus of this book. Sport Public Relations and Communication discusses and reformulates the principles of public relations and communications by demonstrating how they can be successfully applied in practice within a sports context. Features include: discussion customized to apply directly to sports management, thoroughly exploring the nuances of the field case studies used throughout the book to illustrate the practical application of theory discussion questions to help formulate and articulate defensible arguments in relation to public relations and communications strategies, forging strong links between theory and practice examples used to draw from the authors' extensive experience in North America, the United Kingdom, Europe and Australia and New Zealand, providing a well rounded and global understanding of the field. This is the first book to explore public relations and communications in the sports industry in a global context. It brings together applicable strategies for the sport management or marketing student, and provides a concise guide to how public relations and communications strategies and principles can be applied to sport management and marketing issues.

Public Relation, Citra dan Praktek

Promoting and Marketing Events

The Nigerian Journal of Communications

The Sub-Saharan Context

Strategic Communications in Africa

Successful Technological Integration for Competitive Advantage in Retail Settings

As a formal occupation, public relations grew primarily in the United States through much of the twentieth century. In recent years, however, it has spread rapidly throughout the world. Broad outlines on how public relations practices differ from country to country have only recently begun to take shape in scholarly writing about the field. The existing literature on international public relations tends to focus on how those working for western organizations –particularly multi-national corporations–can best practice abroad. Although useful, such writings tend to focus on adaptation of western approaches, not on development of new ones designed specifically for varied sociocultural settings around the world. The editors have produced this book for a number of reasons. There has been tremendous growth in the teaching of public relations around the world–enhancing practice in many countries outside North America. There has also been rapid growth in the number of professors who demand theoretical perspectives which might facilitate a unified comparative analysis across countries and regions. Only a few U.S. universities–six documented in this book–now teach courses formerly called "International Public Relations." However, many professors are going abroad to teach and do research. This suggests increased interest in and a need for courses dealing with international public relations. Furthermore, there is a dearth of literature dealing in depth with international PR, an important component of international communication. This appears to be the first book-length comparative analysis of public relations as practiced in various countries and regions around the world. Although existing books on international PR focus largely on ways in which western practitioners, employers, and clients can operate effectively in other countries, this volume views public relations in each country or region covered from the perspective of practitioners in that country. It contains six chapters designed to provide a theoretical anchor for the 14 country and region analyses. Given the intense interest in public relations education as a factor in professional enhancement, it also discusses issues and practices relating to education.

International Cases in the Business of Sport focuses specifically on the analysis of high profile cases studies within the management of sport businesses and offers an innovative teaching solution to a market that is often overlooked. This book is a truly international text examining sports from a global perspective and including case studies on: football, rugby, baseball, athletics, cricket, motor sports and sailing. Edited by two leading figures in the field, the text provides: a fantastic range of global sports cases authored by renowned experts in the field cutting edge analysis and comprehensive diagnosis of major international professional sport business cases a clear and structured presentation and examination of key issues within each case a strong blend of academic and practitioner analysis and commentary an informative and comprehensive resource for those seeking a better understanding of developments in commercial sport a companion website available for tutors using this text with further analysis, more cases and extra questions and exercises. The combination of academic theory and real world examples in the world of sport business make this is a vital book for students, academics and those already working in the sports industry.

Organization Design looks at how to (re)design an organizational system in order to increase productivity, performance and value, and provides the knowledge and methodology to design an adaptive, agile organization capable of handling the kind of continuous organizational change that all businesses face. The book clarifies why and how organizations need to be in a state of readiness to design or redesign, and emphasizes that people as well as business processes must be part of design considerations. With an enhanced international focus, this third edition includes new material on: organization design theories designing ethical, diverse and inclusive organizations the role of leaders in organization design work organization design in public sector organizations and evaluating the success of an organization design project Aided by a range of pedagogical features and downloadable resources, this book is a must-read for students or practitioners involved in organizational design, development and change.

International Public Relations

A Comparative Analysis

Public Relations

International Cases in the Business of Sport

Insights from Nigeria

Organization Design

This book offers a thorough examination of rumors and proposes strategies for organizations to use in combatting rumors that occur both internally and externally. Author Allan J. Kimmel explores the rumor phenomenon and distinguishes it as a distinct form of communication. He looks at psychological and social processes underlying rumor transmission to understand the circumstances under which people invent and circulate rumors. In addition, he examines how rumors are spread--both interpersonally and through mediated processes--and offers strategies for organizations to respond to rumors when they surface and methods for preventing their occurrence. Numerous examples are provided of actual rumor cases for which managers either successfully or unsuccessfully coped, including such companies as Procter & Gamble, McDonald's, Snapple, Pepsi-Cola, and Gerber. Intended to serve as a comprehensive compendium of strategies, this book was written with two objectives in mind. The first is to shed light on the often perplexing phenomenon of rumor by integrating disparate approaches from the behavioral sciences, marketing, and communication fields. The second is to offer a blueprint for going about the formidable tasks of attempting to prevent and neutralize rumors in business contexts. With these dual goals in mind--one theoretical, the other applied--this book will be of equal interest to both academics and managers in a wide range of professional contexts. In addition, it will guide organizational and marketing managers in their efforts to combat the potentially destructive consequences of rumors.

Electronic Inspection Copy available for instructors here Taking a managerial perspective, this book explores public relations and its role in the wider organizational world. Contributors explore a variety of contexts in which the relevance of understanding these two interlinking domains is so paramount, such as corporate branding and reputation, government relations and community communications, as well as drawing on expertise of legal considerations and ethical awareness. The effective management of public relations is crucial within any organization, but a wider managerial awareness and support of its role is equally critical. **Public Relations: A Managerial Perspective** offers an original and vital discussion of these challenges for second and third year undergraduate and postgraduate students of public relations, corporate communications and public affairs.

Innovative Marketing Communications for Events Management provides students and event managers with a complete insight into the strategic and innovative marketing of events of all scales and nature. The book builds a conceptual framework for the development, planning, implementation and evaluation of innovative communication strategies for the marketing of events, and the effective use of events as an innovative communications method in general organizational marketing. With a strong practical underpinning, **Innovative Marketing Communications for Events Management** emphasises to event managers the importance of effectively integrating a range of tools and techniques to communicate the event and provides them with a better understanding of how a variety of private and public sector organisations can use events within their communication strategies.

The Practitioner's Guide

Dictionary of Marketing, Advertising and Public Relations

A Manager's Guide to Understanding and Combatting Rumors

Rumors and Rumor Control

International Dictionary of Marketing and Communication

A Managerial Perspective

All of the information needed to get started in direct mail is presented here in a clear, concise manner. How long should a sales letter be? What should the text say? Which envelopes get opened first?

Secara garis besar Buku ini menguraikan beberapa hal yang berkaitan dengan Public Relations dan Citra yang meliputi : Konsep dan Prinsip Dasar Public Relations, Pengertian dan Fungsi Public Relations, Hubungan Public Relations dengan Internal dan Exsternal Relations, Media dalam Komunikasi dan Media dalam Kegiatan Public Relations, Proses dan Bentuk Kegiatan Public Relations, Opini Publik, Kegiatan Media Relations, Citra Perusahaan, Public Relations dalam Manajemen Krisis, Solusi Penanganan Krisis Serta Pemulihan Kepercayaan Dan Citra.

Advertising provides a comprehensive coverage of the subject matter. It gives some sample of case studies. There are ten classes of the subject matter. These are classified as being persuasive, informative, institutional, financial, classified, retail, cooperative, industrial, government, and trade. Each of these types is defined and comprehensively explained. The subject matter also has a role to society and this is discussed in the text. The book defines such term as marketing, propaganda, and public relations. Different medium of commercial delivery are outlined. Such medium as via press, television, radio, cinema, direct mail, and exhibitions are analyzed. The process of doing an advertisement is discussed in detail. This is followed by a description of the six sides to advertising. Several advertising organizations are described in detail. And a section of the text identifies the ways in which commercials are being funded. The book will provide useful information to commercial creators, marketers, agents, students, and researchers in the field of marketing.

Modern Marketing Communications

BJMASS.

Swiss Studies in English

Babcock Journal of Management and Social Sciences

Working Principles for an Islamic Model in Mass Media Communication

Communication and National Development

Consumer interaction and engagement are vital components to help marketers maintain a lasting relationship with their customers. To achieve this goal, companies must utilize current digital tools to create a strong online presence. Digital Marketing and Consumer Engagement: Concepts, Methodologies, Tools, and Applications is an innovative reference source for the latest academic material on emerging technologies, techniques, strategies, and theories in the promotion of brands through forms of digital media. Highlighting a range of topics, such as mobile commerce, brand communication, and social media, this multi-volume book is ideally designed for professionals, researchers, academics, students, managers, and practitioners actively involved in the marketing industry.

By the mid-1960s, the American automotive market was yearning for faster, more responsive, and sportier cars, and a crew of high-performance enthusiasts at Pontiac recognized this. Large V-8s were commonly installed in full-size cars, but performance was hampered by pure chassis weight. Under the guidance of Bunkie Knudsen, John DeLorean, Bill Collins, and others, Pontiac installed the high-performance 389 V-8 into the nimble and lightweight intermediate-size LeMans chassis. It was a watershed moment for Pontiac; the 1964 GTO delivered astounding performance and created the muscle car blueprint that the Detroit manufacturers followed in the 1960s and 1970s. This volume in the Muscle Cars in Detail Series delivers a comprehensive review of this trend-setting and historic car. The GTO housed a 389 V-8 engine with a single Carter AFB 4-barrel carburetor, and along with dual exhaust and 4-speed manual transmission, it supplied extraordinary performance. To improve traction and handling, the GTO was fitted with stiffer springs, limited-slip differential, larger-diameter front sway bar, and wider wheels. And to give it panache, the GTO was adorned with distinctive badges and a hood scoop. The 1964 GTO is a landmark car, and this book goes well beyond the glossy overview of other books about this car. All In Detail Series books include an introduction and historical overview, an explanation of the design and concepts involved in creating the car, a look at marketing and promotion, and an in-depth study of all hardware and available options, as well as an examination of where the car is on the market today. Also included is an appendix of paint and option codes, VIN and build-tag decoders, as well as production numbers. p.1 {margin: 0.0px 0.0px 0.0px 0.0px; font: 12.0px Arial}

The advent of new technologies has been an impetus for rapid development in several industries, including the area of retail services. These recent advances push industry leaders to infuse new innovations into their various systems and processes. **Successful Technological Integration for Competitive Advantage in Retail Settings** examines the various effects of changing markets and subsequently how these changes cause retailers to meet consumer demand by integrating more sophisticated, advanced innovations in their daily practices. Focusing on corporate strategies, innovation management, and relevant case studies, this book is a pivotal reference source for researchers, practitioners, and developers interested in recent innovation trends within the retailing industry.

Public Relations for Marketing Management

Sell Anything by Mail!

A Practical Guide to the Basics

Critical Issues

Advertising

Community Relations in Action

Public Relations: contemporary issues and techniques offers a definitive guide to public relations management. It provides comprehensive analysis and explanation of a full range of modern PR techniques, spanning both inhouse and agency practice. The text has involved fundamental restructuring and updating of existing material and the incorporation of the new text. instance: * The use of multimedia techniques in PR * Overseas media and the globalization of media communications * The latest case examples - notably New Labour's rebranding and media management since 1997, government PR during the 2001 war against Afghanistan, and the 2002 football World Cup The book presents the core strategies for successful PR co-ordination, advice on implementation and the everyday techniques that every PR person needs to grasp. With a range of new user-friendly textual features, the book's practical, how-to focus, wedded to firm theoretical analysis, makes it the ideal text for those studying for professionally accredited examinations such as the IPR, CAM and LCCI awards. It is also a useful aide-memoire for PR professionals.

In the world of business, public relations affects all types of organization, however large or small, commercial or non-commercial. In this practical guide, Philip Henslowe, a public relations expert, takes the reader through the process of creating a PR campaign. He provides a valuable overview of the main areas of work involved, including: Planning and outsourcing Bu

printers, photographers and designers Promotions, functions and other events Crisis management New developments in technology Assessment and evaluation This fully updated second edition now includes new information on professional advisers, spin doctors, PR in local government, financial PR, the advent of corporate social responsibility, and developments in the 1990s. A Practical Guide to the Basics is endorsed by the Institute of Public Relations as a start-up guide to PR. Ideal too for the small or developing business, the book will serve as an indispensable reference tool for PR and non-PR professionals.

This accessible book introduces students to the theories, concepts and skills required to promote an event successfully. To promote an event effectively it is essential to understand marketing, but it is also important to recognise that it is not just consumers who are the audience: other publics who may not necessarily attend can have a fundamental effect on the event. Uniquely therefore, this book covers two related themes: marketing and public relations in an events context. This will offer events planners a comprehensive guide on how to promote events to a range of audiences, and on how to use this to manage an event's long-term reputation. The book focuses on core marketing and PR current theory specifically relevant to events. It introduces topics such as marketing strategy, the consumer, marketing PR and how to use the internet to promote events. It integrates a range of international case studies from small-scale events to mega-events to help show how theory can be applied in practice. It further includes inserts of interviews with practitioners in the field, to offer insight into the real world and show how to overcome potential pitfalls. Learning outcomes, discussion questions and further reading suggestions are included to aid navigation throughout the book, spur critical thinking and further students' knowledge. The book is essential reading for all students studying Events Management, and provides valuable reading for students, academics and practitioners in the field of public relations in general.

Deliberate Ambiguity in Advertising

Sport Public Relations and Communication

Sustainable Social Development

Revolution or Rhetoric?

Public Relations Techniques

Theory and Practice

This second edition of Frank Jefkins' definitive guide to public relations management has been extensively revised to include references to changes in the 1990's, especially regarding the media, uses of video, new codes of practice, the recent research findings of numerous PR bodies and export implications. 'Public Relations Techniques' gives a comprehensive picture of the role of public relations in commercial and non-commercial organisations. As recipient of the Stephen Tallents Medal of the Institute of Public Relations for 'exceptional achievement in, and contribution to public relations practice' Frank Jefkins is uniquely qualified to write this comprehensive, detailed and practical book covering all aspects of public relations. The new edition now covers the two CAM Diploma PR papers and includes past examination papers. Covers the two CAM Diploma PR papers and includes past exam papers

Definitive guide to public relations management Revised to include references to changes in the 1990's

Originally published in 1984. Public relations is a key element necessary for success in all business activities. Although some businessmen see public relations as a separable business function, this book argues convincingly that public relations should really be an integral management function, practised by all managers, all the time. Public Relations for Management Success defines public relations and examines particular techniques, including media relations and areas of concern such as government/parliamentary liaison and issues such as conservation and pollution. It discusses how public relations activities should be planned, staffed, financed and assessed, putting forward principles illustrated by worldwide case studies and examples.

Strategic communication is a pre-requisite for the achievement of organisational goals, and an effective strategic communication plan is vital for organisational success. However, systems and models dominant in the West may not necessarily be best suited for the sub-Saharan Africa reality, where many organisations lack adequate financial resources to develop and implement an effective strategic communication plan. This book examines current practices in sub-Saharan Africa, as well as the challenges faced and the intersection with culture. It packages inspiring debates, experiences and insights relating to strategic communication in all types of institutions, including private and public sector organisations, governmental organisations and NGOs, political parties as well as social movements in the sub-Saharan context. It explores how culture is integral to the attainment of strategic communication goals, and diverse case studies across socio-economic contexts offer insights into the successes of organisations across Africa, including Zimbabwe, Tanzania, Lesotho and Nigeria. This unique edited collection is a valuable resource for worldwide scholars, researchers and students of strategic communication and organisational studies, as well as related fields including public relations, advertising, political and health communication and international studies.

Interactive Marketing

Marketing and PR Media Planning

Digital Marketing and Consumer Engagement: Concepts, Methodologies, Tools, and Applications

Communication in Global, ICTs and Ecosystem Perspectives

International Journal of Advertising

Concepts, Methodologies, Tools, and Applications

This dictionary covers marketing communications in the broadest sense, including advertising, but also extending to public relations which concerns many organizations not involved in marketing and which have little to do with advertising. Entries have been gathered from around the world, and this dictionary will therefore be valuable to those operating in an international environment where different terms, or terms with different spellings, are used. There are also terms with different meanings, depending on their country of origin. For example, in the UK newspapers are called press media, while in the USA the term print media is more usual. In the UK, print usually applies to printed items, such as sales or educational literature. Likewise, there are big differences between European and American broadcasting systems, and sponsored radio or TV can mean different things around the world. Outdoor advertising also has different terminology in different countries, especially in North America and the UK. In many cases, alternative British and American terms are given, while some are either European or American. Some terminology is specific to a certain country. Entries have been collected from all parts of the world, including the oramedia or folk media of the Third World. Financial terms have been included because of their increasing importance in advertising and public relations, and the dictionary reflects the increasing relevance of satellites and computers.

Research in Islamic media is still in its infancy, especially in English. This book, presented by IIIT to the students of Islamization of knowledge, is a recent contribution to this great civilizational project. This book deals with mass media communication in the Muslim world, and compares the international Islamic view to the contemporary media views. It also presents a set of practical principles upon which a model of Islamic communication through media can be based with recommendations and research project proposals for the future in the area of Islamic media.

The Nigerian Journal of Management Research

Innovative Marketing Communications

Made Simple