



More ABCs of Strategic Communication: Thousands of Terms, Tips and Techniques That Define the Professions (Paperback)

By M. Apr Fellow Prsa Litwin

AUTHORHOUSE, United States, 2015. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.More ABCs of Strategic Communication -- Supplement to The ABCs is a prime example of quintessential teamwork. Like The ABCs, it is the go-to source for marketing and other strategic communication terms. Both ABCs represent the accomplishments of an incredibly talented team of outstanding strategic communication practitioners and counselors led by the commitment and dedication of senior editor Amy Ovsvew. Amy headed a team of nose-to-the-grindstone researchers and persuasive strategic writers and an award-winning graphics specialist. Together, we took a concept, honed it and produced major desktop (computer) references that reviewers believe are standards for the industry -- the many disciplines that comprise the strategic communication professions. It all began when the first edition's senior editor Katie Hardesty raised the question, Wouldn't it be great if there were a book of terms all communicators would find valuable? That outside-the-box thinking, which included the unique approach of interspersing relationship marketing terms, tips and techniques throughout, has evolved into The ABCs of Strategic Communication and More ABCs. Like their companion The Public Relations Practitioner's Playbook for (all) Strategic Communicators (AuthorHouse - 2013),...



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Reviews

This publication is definitely not effortless to get going on reading through but really exciting to read through. it was actually written really properly and beneficial. I am just very easily could get a delight of reading through a created publication.

-- **Gino Jerde Jr.**

Very helpful to all of group of men and women. It can be written in easy terms instead of confusing. You will like how the writer wrote this book.

-- **Dr. Daren Mitchell PhD**