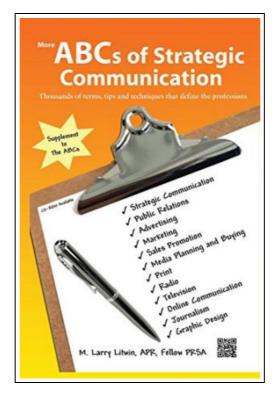
More ABCs of Strategic Communication: Thousands of Terms, Tips and Techniques That Define the Professions (Paperback)



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Reviews

Merely no terms to spell out. It really is rally exciting through reading through period. Your daily life period is going to be enhance as soon as you complete looking over this ebook.

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MORE ABCS OF STRATEGIC COMMUNICATION: THOUSANDS OF TERMS, TIPS AND TECHNIQUES THAT DEFINE THE PROFESSIONS (PAPERBACK)



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 Ovsiew. 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 desk-top (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), The ABCs books are jargon free and jam packed with communication ideas that work. What started as a 48-page booklet has grown to a combined 1,100 pages because the communication professions are so integrated and dependent on one another. The companion CD-ROM contains all of the 282 tips and techniques plus three supplemental strategic communication PowerPoints.

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