

## Pr A Social History Of Spin

The American Civil War has been the subject of thousands of books and articles, but only a small fraction of this literature examines the impact of the war on society and on the lives of the participants. This volume of essays, which focuses on the North, is intended as an initial reconnaissance by social historians into the study of the Civil War. The first essay, 'Have Social Historians Lost the Civil War?' places the war in the broader context of other American wars by comparing casualty rates. The essay also examines rates of enlistment for the North and the South, and the significance of pensions for Union soldiers and their windows. Subsequent essays look at the support for the war in small towns; the influence of nineteenth-century values and culture on Union soldiers; the nature and role of large-scale relief efforts for soldiers in Philadelphia; and the impact of the war on the politics of Chicago. The final two essays discuss the continuing importance of the war for its survivors: one by looking at those who joined the major national organization of Union veterans; and the other by studying the impact of the Civil War on Union widows in three Northern towns. Taken together, the essays demonstrate the need for historians to rediscover the impact of the Civil War on nineteenth-century society.

If you want to be the best, you have to have the right skillset. From strategy, mobile and ecommerce to social media, SEO and PR, **THE ULTIMATE MARKETING & PR BOOK** is a dynamic collection of tools, techniques, and strategies for success. Discover the main themes, key ideas and tools you need and bring it all together with practical exercises. This is your complete course in modern marketing. **ABOUT THE SERIES ULTIMATE** books are for managers, leaders, and business executives who want to succeed at work. From marketing and sales to management and finance, each title gives comprehensive coverage of the essential business skills you need to get ahead in your career. Written in straightforward English, each book is designed to help you quickly master the subject, with fun quizzes embedded so that you can check how you're doing. Part One of this book shows how bureaucracy sustained the Habsburg Empire while inciting economists, legal theorists, and socialists to urge reform. Part Two examines how Vienna's coffeehouses, theaters, and concert halls stimulated creativity together with complacency. Part Three explores the fin-de-siecle world view known as Viennese Impressionism. Interacting with positivistic science, this reverence for the ephemeral inspired such pioneers as Mach, Wittgenstein, Buber, and Freud. Part Four describes the vision of an ordered cosmos which flourished among Germans in Bohemia. Their philosophers cultivated a Leibnizian faith whose eventual collapse haunted Kafka and Mahler. Part Five explains how in Hungary wishful thinking reinforced a political activism rare elsewhere in Habsburg domains. Engage intellectuals like Lukacs and Mannheim systematized the sociology of knowledge, while two other Hungarians, Herzl and Nordau, initiated political Zionism. Part Six investigates certain attributes that

have permeated Austrian thought, such as hostility to technology and delight in polar opposites.

Forget the "pitch": Yesterday's PR techniques just don't work anymore. That's the bad news. Here's the great news: Social Media and Web 2.0 offer you an unprecedented opportunity to make PR work better than ever before. This book shows how to reinvent PR around two-way conversations, bring the "public" back into public relations and get results that traditional PR people can only dream about. Drawing on their unparalleled experience making Social Media work for business, PR 2.0.com's Brian Solis and industry leader Deirdre Breakenridge show how to transform the way you think, plan, prioritize, and deliver PR services. You'll learn powerful new ways to build the relationships that matter, and reach a new generation of influencers...leverage platforms ranging from Twitter to Facebook...truly embed yourself in the communities that are shaping the future. Best of all, you won't just learn how to add value in the Web 2.0 world: You'll learn how to prove how new, intelligent, and socially rooted PR will transform your organization into a proactive, participatory communication powerhouse that is in touch and informed with its community of stakeholders. "This concise, action-oriented book shows practitioners how to systematically expand their roles, improve their processes, and sharpen their strategies to engage with today's more sophisticated and socialized customers. Drawing on her extensive client experience, Breakenridge helps you respond to consumers who demand control over their own brand relationships... marry communications with technology more effectively, and become your organization's go-to resource on social technology decisions... reflect social media realities throughout your policies and governance... generate greater internal collaboration, eliminating silos once and for all... listen to consumers' conversations, and apply what you're learning... build communications crisis plans you can implement at a moment's notice... develop profound new insights into how consumers construct and perceive their brand relationships... practice "reputation management on steroids"... take the lead on identifying and applying metrics... and much more." --Publisher description.

Pr!A Social History Of SpinBasic Books

Our experiences of dying have been shaped by ancient ideas about death and social responsibility at the end of life. From Stone Age ideas about dying as otherworld journey to the contemporary Cosmopolitan Age of dying in nursing homes, Allan Kellehear takes the reader on a 2 million year journey of discovery that covers the major challenges we will all eventually face: anticipating, preparing, taming and timing for our eventual deaths. This book, first published in 2007, is a major review of the human and clinical sciences literature about human dying conduct. The historical approach of this book places our recent images of cancer dying and medical care in broader historical, epidemiological and global context. Professor Kellehear argues that we are witnessing a rise in shameful forms of dying. It is not cancer, heart disease or medical science that

presents modern dying conduct with its greatest moral tests, but rather poverty, ageing and social exclusion.

From the start, women were central to a century of westward migration in the U.S. *Community Building and Early Public Relations: Pioneer Women's Role on and after the Oregon Trail* offers a path forward in broadening PR's Caucasian/White male-gendered history in the U.S. Undergirded by humanist, communitarian, critical race theory, social constructionist perspectives, and a feminist communicology lens, this book analyzes U.S. pioneer women's lived experiences, drawing parallels with PR's most basic functions – relationship-building, networking, community building, boundary spanning, and advocacy. Using narrative analysis of diaries and reminiscences of women who travelled 2,000+ miles on the Oregon Trail in the mid-to-late 1800s, Pompper uncovers how these women filled roles of Caretaker/Advocate, Community Builder of Meeting Houses and Schools, served a Civilizing Function, offered Agency and Leadership, and provided Emotional Connection for Social Cohesion. Revealed also is an inevitable paradox as Caucasian/White pioneer women's interactional qualities made them complicit as colonizers, forever altering indigenous peoples' way of life. This book will be of interest to undergraduate and graduate PR students, PR practitioners, and researchers of PR history and social identity intersectionalities. It encourages us to expand the definition of PR to include community building, and to revise linear timeline and evolutionary models to accommodate voices of women and people of color prior to the twentieth century. *Jumbos and Jumping Devils* is a pioneering exploration of the social history of circus in India over the last 150 years. It presents a wide variety of amazing tales ranging from the blooming and evolution of circus acrobatics in early twentieth-century Malabar to the sensational legal battles following the ban of wild animals and children from the circus ring in the twenty-first century. Alongside extensive fieldwork and interviews, the author has used memorabilia including photographs, notices, posters, letters, diaries, unpublished autobiographies, private papers, and recollections of the circus community to chronicle the hitherto untold story of the Indian circus. The book paves the way for a new sociocultural analysis of performance genres and popular culture in the subcontinent against several overlapping contexts. These include the remaking of caste and gender identities, transformation of physical cultures and bodies, interventions of the colonial and postcolonial states, and emergence of new transregional and transnational spaces.

Against the backdrop of America's escalating urban rebellions in the 1960s, an unexpected cohort of New York radicals unleashed a series of urban guerrilla actions against the city's racist policies and contempt for the poor. Their dramatic flair, uncompromising vision, and skillful ability to link local problems to international crises riveted the media, alarmed New York's political class, and challenged nationwide perceptions of civil rights and black power protest. The group called itself the Young Lords. Utilizing oral histories, archival records, and

an enormous cache of police records released only after a decade-long Freedom of Information Law request and subsequent court battle, Johanna Fernandez has written the definitive account of the Young Lords, from their roots as a street gang to their rise and fall as a political organization. Led predominantly by poor and working-class Puerto Rican youth, and consciously fashioned after the Black Panther Party, the Young Lords confronted race and class inequality and questioned American foreign policy. Their imaginative, irreverent protests and media conscious tactics won significant reforms and exposed U.S. mainland audiences to the country's quiet imperial project in Puerto Rico. In riveting style, Fernandez demonstrates how the Young Lords redefined the character of protest, the color of politics, and the cadence of popular urban culture in the age of great dreams.

Communication plays a vital and unique role in society-often blamed for problems when it breaks down and at the same time heralded as a panacea for human relations. A sweeping history of communication, *Speaking Into the Air* illuminates our expectations of communication as both historically specific and a fundamental knot in Western thought. "This is a most interesting and thought-provoking book. . . . Peters maintains that communication is ultimately unthinkable apart from the task of establishing a kingdom in which people can live together peacefully. Given our condition as mortals, communication remains not primarily a problem of technology, but of power, ethics and art." —Antony Anderson, *New Scientist* "Guaranteed to alter your thinking about communication. . . . Original, erudite, and beautifully written, this book is a gem." —*Kirkus Reviews* "Peters writes to reclaim the notion of authenticity in a media-saturated world. It's this ultimate concern that renders his book a brave, colorful exploration of the hydra-headed problems presented by a rapid-fire popular culture." —*Publishers Weekly* What we have here is a failure-to-communicate book. Funny thing is, it communicates beautifully. . . . *Speaking Into the Air* delivers what superb serious books always do-hours of intellectual challenge as one absorbs the gradually unfolding vision of an erudite, creative author." —Carlin Romano, *Philadelphia Inquirer*

Are you struggling to cut through the noise and convey your message to the marketplace? Become your own media channel and tell your stories like a PR pro! Learn how to harness the power of both public relations and content marketing to build recognition, influence and credibility for your business, organization or personal brand.

A provocative, compelling, and entertaining look at how the power of images dominates every aspect of our lives.

The Qing Dynasty was the last of the conquest dynasties to rule China. Its rulers, Manchus from the north, held power for three centuries despite major cultural and ideological differences with the Han majority. In this book, Evelyn Rawski reinterprets the remarkable success of this dynasty, arguing that it derived not from the assimilation of the dominant Chinese culture but rather from an artful

synthesis of Manchu leadership styles with Han Chinese policies.

Bestselling authors and world-renowned marketing strategists Al and Laura Ries usher in the new era of public relations. Today's major brands are born with publicity, not advertising. A closer look at the history of the most successful modern brands shows this to be true. In fact, an astonishing number of brands, including Palm, Starbucks, the Body Shop, Wal-Mart, Red Bull and Zara have been built with virtually no advertising. Using in-depth case histories of successful PR campaigns coupled with those of unsuccessful advertising campaigns, *The Fall of Advertising* provides valuable ideas for marketers -- all the while demonstrating why advertising lacks credibility, the crucial ingredient in brand building, and how only PR can supply that credibility; the big bang approach advocated by advertising people should be abandoned in favor of a slow build-up by PR; advertising should only be used to maintain brands once they have been established through publicity. Bold and accessible, *The Fall of Advertising* is bound to turn the world of marketing upside down.

*Typecasting* chronicles the emergence of the "science of first impression" and reveals how the work of its creators—early social scientists—continues to shape how we see the world and to inform our most fundamental and unconscious judgments of beauty, humanity, and degeneracy. In this groundbreaking exploration of the growth of stereotyping amidst the rise of modern society, authors Ewen & Ewen demonstrate "typecasting" as a persistent cultural practice. Drawing on fields as diverse as history, pop culture, racial science, and film, and including over one hundred images, many published here for the first time, the authors present a vivid portrait of stereotyping as it was forged by colonialism, industrialization, mass media, urban life, and the global economy. Americans love "this year's model," relying on the "new" to be always "improved." Enthusiasm for the new, says Stanley Buder, is essential to American business, where innovation and change stoke the engines of economic energy. To really understand the his

The history of PR has received limited attention over the years, and especially the role of women in PR has been an "untold" story thus far. This book is the first attempt, following research presented at the International History of Public Relations Conference, to shed light on the significant role that female pioneers have played in the evolution of PR. This book explores the field in a way that will offer insight of the significance that women had in the evolution of PR, with diverse chapters that provide rich perspectives on women's contributions to PR throughout the years and across the globe. It opens with an overview of women in public relations. Later chapters focus on the case of Turkey, which seems to have a rich history of women in public relations, then focus on specific cases from Oceania (Australia), Europe (Spain), Asia (Malaysia and Thailand) and America (US). The final chapter deals with the case of Inez Kaiser, who was the first African-American women to open a U.S. public relations agency. This book will add knowledge and understanding to the fields of PR history and

historiography. Academics and researchers will find the volume appropriate for research and teaching. Practitioners will also find the book extremely relevant for training, short courses and professional practice.

The follow up to *Share This: The Social Media Handbook for PR Professionals*. *Share This* is a practical handbook to the changes taking place in the media and was conceived and written by 24 public relations practitioners using many of the social tools and techniques that it addresses. The book covered the media and public relations industry, planning, social networks, online media relations, monitoring and measurement, skills, industry change and the future of the industry. *Share This Too* is also a pragmatic guide for anyone that wants to continue working in public relations. It is a larger book with more than 30 contributors, including all of those from the highly successful first book and many of whom are successful authors in their own right. It probes more deeply into the subject and is divided into seven sections: The future of public relations Audiences and online habits Conversations New channels, new connections Professional practice Business change and opportunities for the public relations industry Future proofing the public relations industry The content entirely complements the first book rather than merely updates it. It delves deeply into what is current in the theory, delivery and evaluation of 21st century public relations and organisational communication.

Public relations and journalism have had a difficult relationship for over a century, characterised by mutual dependence and - often - mutual distrust. The two professions have vied with each other for primacy: journalists could open or close the gates, but PR had the stories, the contacts and often the budgets for extravagant campaigns. The arrival of the internet, and especially of social media, has changed much of that. These new technologies have turned the audience into players - who play an important part in making the reputation, and the brand, of everyone from heads of state to new car models vulnerable to viral tweets and social media attacks. Companies, parties and governments are seeking more protection - especially since individuals within these organisations can themselves damage, even destroy, their brand or reputation with an ill-chosen remark or an appearance of arrogance. The pressures, and the possibilities, of the digital age have given public figures and institutions both a necessity to protect themselves, and channels to promote themselves free of news media gatekeepers. Political and corporate communications professionals have become more essential, and more influential within the top echelons of business, politics and other institutions. Companies and governments can now - must now - become media themselves, putting out a message 24/7, establishing channels of their own, creating content to attract audiences and reaching out to their networks to involve them in their strategies Journalism is being brought into these new, more influential and fast growing communications strategies. And, as newspapers struggle to stay alive, journalists must adapt to a world where old barriers are being smashed and new relationships built - this time with public

relations in the driving seat. The world being created is at once more protected and more transparent; the communicators are at once more influential and more fragile. This unique study illuminates a new media age.

Examines the influence of culture on the newest studies of history, and presents several models for modern cultural history

In this sweeping study, Julie Hessler traces the invention and evolution of socialist trade, the progressive constriction of private trade, and the development of consumer habits from the 1917 revolution to Stalin's death in 1953. The book places trade and consumption in the context of debilitating economic crises.

Although Soviet leaders, and above all, Stalin, identified socialism with the modernization of retailing and the elimination of most private transactions, these goals conflicted with the economic dynamics that produced shortages and with the government's bureaucratic, repressive, and socially discriminatory political culture. *A Social History of Soviet Trade* explores the relationship of trade--official and unofficial--to the cyclical pattern of crisis and normalization that resulted from these tensions. It also provides a singularly detailed look at private shops during the years of the New Economic Policy, and at the remnants of private trade, mostly concentrated at the outdoor bazaars, in subsequent years. Drawing on newly opened archives in Moscow and several provinces, this richly documented work offers a new perspective on the social, economic, and political history of the formative decades of the USSR.

*The Father of Spin* is the first full-length biography of the legendary Edward L. Bernays, who, beginning in the 1920s, was one of the first and most successful practioners of the art of public relations. In this engrossing biography, Larry Tye uses Bernays's life as a prism to understand the evolution of the craft of public relations and how it came to play such a critical-and sometimes insidious-role in American life. Drawing on interviews with primary sources and voluminous private papers, Tye presents a fascinating and revealing portrait of the man who, more than any other, defined and personified public relations, a profession that today helps shape our political discourse and define our commercial choices.

The first new social work history to be written in over twenty years, *Social Work Practice and Social Welfare Policy in the United States* presents a history of the field from the perspective of elites, service providers, and recipients. This book uniquely chronicles and analyzes the development of social work practice theory on two levels: from the top down, looking at the writings, conference presentations, and training course material developed by leaders of the profession; and from the bottom up, looking at case records for evidence of techniques that were actually applied by social workers in the field. Additionally, the author takes a careful and critical look at the development of social work methods, setting it apart from existing histories that generally accept the effectiveness of the field's work. Addressing CSWE EPAS standards at both the BSW and MSW levels, *Social Work Practice and Social Welfare Policy in the United States* is ideal both as a primary text for history of social work/social

welfare classes and a supplementary text for introduction to social work/social welfare or social welfare policy and services classes.

As an entrepreneur, you need every helpful tool you can get your hands on to build your business. And if you know the tricks of the trade, perhaps nothing can gain more attention for your small business and build your company's credibility than a good, old-fashioned public-relations campaign. Whether you're an established company or a cost-conscious start-up, *The Little Book of Big PR* tells you all you need to know to be able to use public relations effectively as a business-building tool. Drawing on the expertise gained during her long career in public relations, Jennefer Witter shares simple, smart, and budget-friendly methods for getting your business noticed, including what she calls the seven key elements of public relations: • Self-branding • Media relations • Social Media • Networking • Speaking engagements • Cause-related marketing • Selecting a PR agency Complete with real-world case studies and sample content (such as media pitches) to use as-is or to modify to fit your own specific needs, this all-encompassing resource will provide for you the expert guidance all entrepreneurs need to grow their business to new, attention-getting heights.

*History and Economic Life* offers students a wide-ranging introduction to both quantitative and qualitative approaches to interpreting economic history sources from the Middle Ages to the Twentieth Century. Having identified an ever-widening gap between the use of qualitative sources by cultural historians and quantitative sources by economic historians, the book aims to bridge the divide by making economic history sources more accessible to students and the wider public, and highlighting the need for a complementary rather than exclusive approach. Divided into two parts, the book begins by equipping students with a toolbox to approach economic history sources, considering the range of sources that might be of use and introducing different ways of approaching them. The second part consists of case studies that examine how economic historians use such sources, helping readers to gain a sense of context and understanding of how these sources can be used. The book thereby sheds light on important debates both within and beyond the field, and highlights the benefits gained when combining qualitative and quantitative approaches to source analysis. Introducing sources often avoided in culturally-minded history or statistically-minded economic history courses respectively, and advocating a combined quantitative and qualitative approach, it is an essential resource for students undertaking source analysis within the field.

*Share This* is a practical handbook to the biggest changes taking place in the media and its professions by the Chartered Institute of Public Relations (CIPR) Social Media Panel. The book was conceived and written by more than 20 public relations practitioners representing a cross-section of public, private and voluntary sector expertise using many of the social tools and techniques that it addresses. The book is split into 26 chapters over eight topic areas covering the media and public relations industry, planning, social networks, online media relations, monitoring and measurement, skills, industry change and the future of the industry. It's a pragmatic guide for anyone that works in public relations and wants to continue working in the industry. *Share This* was edited by Stephen Waddington with contributions from: Katy Howell, Simon Sanders, Andrew Smith, Helen Nowicka, Gemma Griffiths, Becky McMichael, Robin Wilson, Alex Lacey, Matt Appleby, Dan Tyte, Stephen Waddington,



Stuart Bruce, Rob Brown, Russell Goldsmith, Adam Parker, Julio Romo, Philip Sheldrake, Richard Bagnall, Daljit Bhurji, Richard Bailey, Rachel Miller, Mark Pack, and Simon Collister.

Public relations as described in this volume is, among other things, society's solution to problems of maladjustment that plague an overcomplex world. All of us, individuals or organizations, depend for survival and growth on adjustment to our publics. Publicist Edward L. Bernays offers here the kind of advice individuals and a variety of organizations sought from him on a professional basis during more than four decades. With such knowledge, every intelligent person can carry on his or her activities more effectively. This book provides know-why as well know-how. Bernays explains the underlying philosophy of public relations and the PR methods and practices to be applied in specific cases. He presents broad approaches and solutions as they were successfully carried out in his long professional career. Public relations is not publicity, press agency, promotion, advertising, or a bag of tricks, but a continuing process of social integration. It is a field of adjusting private and public interest. Everyone engaged in any public activity, and every student of human behavior and society, will find in this book a challenge and opportunity to further both the public interest and their own interest.

The international bestseller—now in a new edition When it comes to marketing, anything goes in the Digital Age, right? Well, not quite. While marketing and public relations tactics do seem to change overnight, every smart businessperson knows that it takes a lot more than the 'next big thing.' The New Rules of Marketing & PR is an international bestseller with more than 375,000 copies sold in twenty-nine languages. In the latest edition of this pioneering guide to the future of marketing, you'll get a step-by-step action plan for leveraging the power of the latest approaches to generating attention for your idea or your business. You'll learn how get the right information to the right people at the right time—at a fraction of the cost of traditional advertising. The Internet continues to change the way people communicate and interact with each other, and if you're struggling to keep up with what's trending in social media, online videos, apps, blogs, or more, your product or service is bound to get lost in the ether. In The New Rules of Marketing & PR, you'll get access to the tried-and-true rules that will keep you ahead of the curve when using the latest and greatest digital spaces to their fullest PR, marketing, and customer-communications potential. Keeping in mind that your audience is savvy and crunched for time, this essential guide shows you how to cut through the online clutter to ensure that your message gets seen and heard. Serves as the ideal resource for entrepreneurs, business owners, marketers, PR professionals, and non-profit managers Offers a wealth of compelling case studies and real-world examples Includes information on new platforms including Facebook Live and Snapchat Shows both small and large organizations how to best use Web-based communication Finally, everything you need to speak directly to your audience and establish a personal link with those who make your business work is in one place. Learning how to be successful in a public relations (PR) agency is a stressful on-the-job, sink-or-swim, immersive experience. While other texts teach PR theory and practice, no other book guides early to mid-career PR professionals through the day-to-day life of working in an agency and the skills required to excel and build a career. This text demystifies the PR agency experience with foundational information to simplify and

clarify agency life. Authors Kristin Johnson and Shalon Roth, who each grew successful careers in PR agencies, share secrets that no one will teach in a class or a seminar. This is real talk about real life in an agency – punctuated by anecdotes from leaders in the industry. This is a must-read for communications students and PR professionals looking to grow their career and become indispensable to teams and clients.

Instant #1 New York Times bestseller. "The Atlantic writer drafts a history of slavery in this country unlike anything you've read before" (Entertainment Weekly). Beginning in his hometown of New Orleans, Clint Smith leads the reader on an unforgettable tour of monuments and landmarks—those that are honest about the past and those that are not—that offer an intergenerational story of how slavery has been central in shaping our nation's collective history, and ourselves. It is the story of the Monticello Plantation in Virginia, the estate where Thomas Jefferson wrote letters espousing the urgent need for liberty while enslaving more than four hundred people. It is the story of the Whitney Plantation, one of the only former plantations devoted to preserving the experience of the enslaved people whose lives and work sustained it. It is the story of Angola, a former plantation-turned-maximum-security prison in Louisiana that is filled with Black men who work across the 18,000-acre land for virtually no pay. And it is the story of Blandford Cemetery, the final resting place of tens of thousands of Confederate soldiers. A deeply researched and transporting exploration of the legacy of slavery and its imprint on centuries of American history, *How the Word Is Passed* illustrates how some of our country's most essential stories are hidden in plain view—whether in places we might drive by on our way to work, holidays such as Juneteenth, or entire neighborhoods like downtown Manhattan, where the brutal history of the trade in enslaved men, women, and children has been deeply imprinted. Informed by scholarship and brought to life by the story of people living today, Smith's debut work of nonfiction is a landmark of reflection and insight that offers a new understanding of the hopeful role that memory and history can play in making sense of our country and how it has come to be.

"An excellent guide." —Paul Holmes, *The Holmes Report* PR is everything and everywhere. Now more than ever, managing social media is a nuanced and dynamic field that requires the sophisticated touch of a trained professional. What was effective ten or even five years ago is no longer relevant. In *The Global PR Revolution*, public relations expert Maxim Behar shows readers how to master current approaches, create content that meets a client's needs, and evolve with ever-changing trends. Complete with insights from over seventy PR leaders worldwide, this authoritative guide discusses such topics as: *The New Rules of Social Media* *How to Speak the Language of PR* *Modern PR Skills and Tools* *How to Measure Impact* *The Effect of Total Transparency on Businesses* *International Perspectives on the Media* *The Future of the Industry* Behar's knowledge, experience, and down-to-earth writing will keep readers engrossed while refining their understanding of public relations. By the time they finish, they'll be well on their way to becoming experts in the field.

Scott analyses how the internet has revolutionised communications and promotions. Told with many compelling case studies and real-world examples, this is a practical guide to the new reality of PR and marketing.

The seventh edition of the pioneering guide to generating attention for your idea or business, packed with new and updated information In the Digital Age, marketing tactics seem to change on a day-to-day basis. As the ways we communicate continue to evolve, keeping pace with the

latest trends in social media, the newest online videos, the latest mobile apps, and all the other high-tech influences can seem an almost impossible task. How can you keep your product or service from getting lost in the digital clutter? The seventh edition of *The New Rules of Marketing and PR* provides everything you need to speak directly to your audience, make a strong personal connection, and generate the best kind of attention for your business. An international bestseller with more than 400,000 copies sold in twenty-nine languages, this revolutionary guide gives you a proven, step-by-step plan for leveraging the power of technology to get your message seen and heard by the right people at the right time. You will learn the latest approaches for highly effective public relations, marketing, and customer communications—all at a fraction of the cost of traditional advertising! The latest edition of *The New Rules of Marketing & PR* has been completely revised and updated to present more innovative methods and cutting-edge strategies than ever. The new content shows you how to harness AI and machine learning to automate routine tasks so you can focus on marketing and PR strategy. Your life is already AI-assisted. Your marketing should be too! Still the definitive guide on the future of marketing, this must-have resource will help you: Incorporate the new rules that will keep you ahead of the digital marketing curve Make your marketing and public relations real-time by incorporating techniques like newsjacking to generate instant attention when your audience is eager to hear from you Use web-based communication technologies to their fullest potential Gain valuable insights through compelling case studies and real-world examples Take advantage of marketing opportunities on platforms like Facebook Live and Snapchat The seventh edition of *The New Rules of Marketing and PR: How to Use Content Marketing, Podcasting, Social Media, AI, Live Video, and Newsjacking to Reach Buyers Directly* is the ideal resource for entrepreneurs, business owners, marketers, PR professionals, and managers in organizations of all types and sizes.

An examination of how the concept of “family” has been transformed over the last three centuries in the U.S., from its function as primary social unit to today’s still-evolving model. Based on a wide reading of letters, diaries and other contemporary documents, Mintz, an historian, and Kellogg, an anthropologist, examine the changing definition of “family” in the United States over the course of the last three centuries, beginning with the modified European model of the earliest settlers. From there they survey the changes in the families of whites (working class, immigrants, and middle class) and blacks (slave and free) since the Colonial years, and identify four deep changes in family structure and ideology: the democratic family, the companionate family, the family of the 1950s, and lastly, the family of the '80s, vulnerable to societal changes but still holding together.

The early years of the twentieth century were a difficult period for Big Business. Corporate monopolies, the brutal exploitation of labor, and unscrupulous business practices were the target of blistering attacks from a muckraking press and an increasingly resentful public. Corporate giants were no longer able to operate free from the scrutiny of the masses. “The crowd is now in the saddle,” warned Ivy Lee, one of America's first corporate public relations men. “The people now rule. We have substituted for the divine right of kings, the divine right of the multitude.” Unless corporations developed means for counteracting public disapproval, he cautioned, their future would be in peril. Lee's words heralded the dawn of an era in which corporate image management was to become a paramount feature of American society. Some corporations, such as AT&T, responded inventively to the emergency. Others, like Standard Oil of New Jersey (known today as Exxon), continued to fumble the PR ball for decades. The Age of Public Relations had begun. In this long-awaited, pathbreaking book, Stuart Ewen tells the story of the Age unfolding: the social conditions that brought it about; the ideas that inspired the strategies of public relations specialists; the growing use of images as tools of persuasion; and, finally, the ways that the rise of public relations interacted with the changing dynamics of public life itself. He takes us on a vivid journey into the thinking of PR practitioners—from

Edward Bernays to George Gallup—exploring some of the most significant campaigns to mold the public mind, and revealing disturbing trends that have persisted to the present day. Using previously confidential sources, and with the aid of dozens of illustrations from the past hundred years, Ewen sheds unsparing light on the contours and contradictions of American democracy on the threshold of a new millennium.

Praise for PR 2.0 “An ‘easy read’ filled with practical examples of how marketing professionals can leverage these new tools to enhance PR activities. The ‘Interviews with the Experts’ sections were especially useful in helping to highlight how companies have benefited from PR2.0.” Maura Mahoney, Senior Director, RCN Metro Optical Networks “P.R. 2.0 is a must-read for any marketing or PR professional. It is filled with expert advice, real-world examples, and practical guidance to help us better understand the new media tools and social networking concepts available and how we can use them for our specific branding needs. This book is excellent for someone who is trying to understand the new web-based media and social networking concepts, as well those who are experienced in applying the new media tools and are curious about what everyone else is doing and what tools are producing the best ROI. This isn’t a book filled with simple tips and tricks--it’s an essential guidebook for the marketing/PR professional to better understand the new media options and how to apply them effectively to achieve results.” Jenny Fisher, Director Sales and Marketing Operations, Catalent Pharma Solutions “Wading through the thicket of expanding Internet tools--from MySpace to Facebook, from Twitter to Flickr--is no easy challenge. And once you finally understand these strange new art forms, how the heck do you harness them? Answer: You buy this book. Deirdre Breakenridge knows the Net--how to measure it, monitor it, and use it to maximize public relations performance. Best of all, she explains it in a style that even a Luddite can comprehend.” Fraser P. Seitel, author of *The Practice of Public Relations* and coauthor of *IdeaWise The New Future of Public Relations!* In today’s Web 2.0 world, traditional methods of communication won’t reach your audiences, much less convince them. Here’s the good news: Powerful new tools offer you an unprecedented opportunity to start a meaningful two-way conversation with everyone who matters to you. In PR 2.0, Deirdre Breakenridge helps you master these tools and use them to the fullest possible advantage in all your public relations work. You’ll learn the best ways to utilize blogs, social networking, online newswires, RSS technology, podcasts, and the rest of today’s Web 2.0 tools. Breakenridge shows how to choose the right strategies for each PR scenario and environment, keep the best Web 1.0 tools, and stop using outmoded tactics that have rapidly become counterproductive. Breakenridge introduces an extraordinary array of new PR best practices, including setting up online newsrooms, using visual and social media in releases, and leveraging new online research and analytics tools. She offers powerful new ways to think about PR, plan for it, and react to the new PR challenges the Web presents. Breakenridge also includes interviews with today’s leading PR 2.0 practitioners. PR 1.0 vs. PR 2.0 Identify the needs of companies and clients, and how to integrate them for greatest effectiveness Reaching today’s crucial wired media Powerful new strategies for pitching and media distribution Best uses of traditional PR tactics Better ways to use viral marketing, online newsletters, e-blasts, VNRs, and webcasts PR 2.0: Making the most of the newest tools Interactive online newsrooms, visual media, blogs, RSS, podcasts, and beyond Social media: Your new 24/7 focus panel Powerful new ways to capture emerging customer desires and needs

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