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Social Media for Strategic Communication Karen Freberg, 2021-07-02 Social Media for Strategic Communication Creative Strategies and Research Based Applications Second Edition teaches students the skills and principles needed to use social media in persuasive communication campaigns This book combines cutting edge research with practical on the ground instruction to prepare students for the real world challenges they ll face in the workplace By focusing on strategic thinking and awareness this book gives students the tools they need to adapt what they learn to new platforms and technologies that may emerge in the future A broad focus on strategic communication from PR advertising and marketing to non profit advocacy gives students a broad base of knowledge that will serve them wherever their careers may lead The Second Edition features new case studies and exercises and increased coverage of diversity and inclusion issues and influencer marketing trends

Database ,2002

Information Industry Directory ,2009 Comprehensive directory of databases as well as

services involved in the production and distribution of information in electronic form There is a detailed subject index and function service classification as well as name keyword and geographical location indexes Wall Street & Technology Library Literature & Information Science, 2007 An index to library and information science literature ,2004 The Publishers Weekly, 2005 Library Journal ,1999-04 Library & Information Science Abstracts, 2008 The Library Journal, 1999 Includes beginning Sept 15 1954 and on the 15th of each month Sept May a special section School library journal ISSN 0000 0035 called Junior libraries 1954 May 1961 Also issued separately Wood Machining News ,2001 Asian Hotel & Catering Times ,2002 Metals Abstracts ,1989 Editor & Publisher ,1951 The fourth estate Bibliography of Agriculture, 1998

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