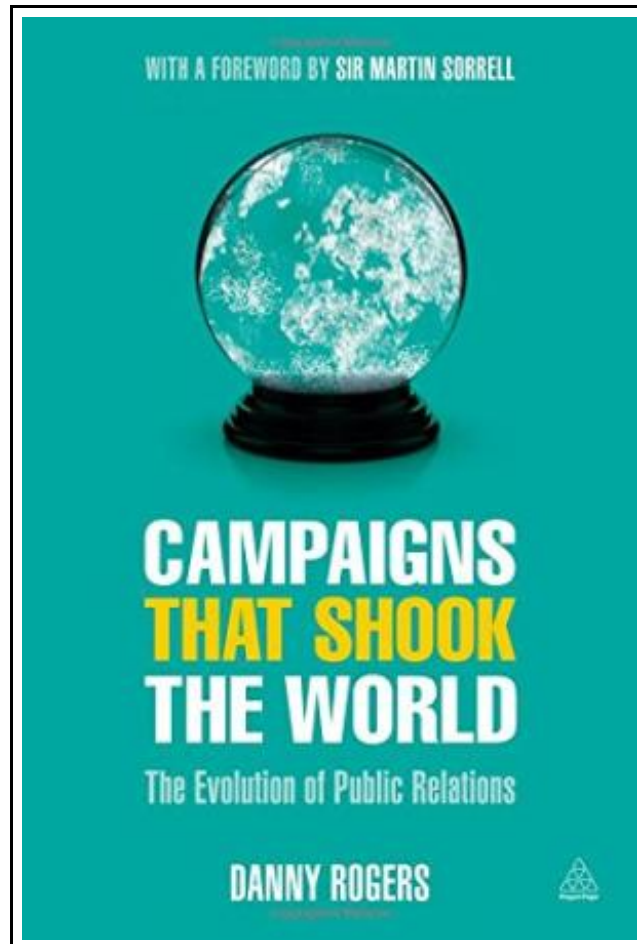


Campaigns That Shook the World: The Evolution of Public Relations



Filesize: 2.5 MB

Reviews

Thorough information for ebook enthusiasts. It is rally fascinating throgh reading through period of time. It is extremely difficult to leave it before concluding, once you begin to read the book.

(Hillard Macejkovic)

CAMPAIGNS THAT SHOOK THE WORLD: THE EVOLUTION OF PUBLIC RELATIONS



Kogan Page Ltd. Paperback. Book Condition: new. BRAND NEW, Campaigns That Shook the World: The Evolution of Public Relations, Danny Rogers, Campaigns that Shook the World provides the inside story on a selection of the greatest campaigns of the past four decades, while narrating the development of the PR and communications business. The book provides the definitive case studies of nine campaigns - political, corporate and entertainment - from the 1970s to the present day. It explains their strategies and tactics, looks at the imagery and icons they created and interviews the powerful, flamboyant personalities who crafted and executed these seminal projects. The book examines Thatcherism, New Labour, Britain's royal family, the Rolling Stones, David Beckham, the London 2012 Olympics, Product (RED), Obama for America and Dove's Campaign for Real Beauty. In addition, Campaigns that Shook the World - contains exclusive interviews with campaign gurus such as Alastair Campbell, Matthew Freud, Simon Fuller and Lord Tim Bell - investigates the relationship between communication techniques, the media and evolving public opinion, using real-world examples - features campaigns by Saatchi & Saatchi, Edelman, Bell Pottinger, Ogilvy, Freuds and other well-known marketing consultancies Campaigns that Shook the World grapples with PR's uneasy place at the nexus of politics and celebrity, holding the best campaigns up to scrutiny and showcasing just how powerful PR can be as an instrument of change. It contains insights from Alan Edwards, Paddy Harverson and many others.



[Read Campaigns That Shook the World: The Evolution of Public Relations Online](#)

[Download PDF Campaigns That Shook the World: The Evolution of Public Relations](#)

Other eBooks



Big Machines - Read it Yourself with Ladybird: Level 2

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Big Machines - Read it Yourself with Ladybird: Level 2, Big Machines Trucks lift things and move them about all day long. Find out all about...

[Download Book »](#)



The Monster Next Door - Read it Yourself with Ladybird: Level 2

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, The Monster Next Door - Read it Yourself with Ladybird: Level 2, The Monster Next Door, George wants to be a monster, just like his neighbour...

[Download Book »](#)



The Tale of Jemima Puddle-Duck - Read it Yourself with Ladybird: Level 2

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, The Tale of Jemima Puddle-Duck - Read it Yourself with Ladybird: Level 2, This is a gentle adaptation of the classic tale by Beatrix Potter. Jemima...

[Download Book »](#)



Superhero Max- Read it Yourself with Ladybird: Level 2

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Superhero Max- Read it Yourself with Ladybird: Level 2, Superhero Max - Max is an ordinary boy, but he is also Swooperman, a superhero! When the...

[Download Book »](#)



Peter Rabbit: the Angry Owl - Read it Yourself with Ladybird: Level 2

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Peter Rabbit: the Angry Owl - Read it Yourself with Ladybird: Level 2, Peter Rabbit: The Angry Owl Squirrel Nutkin has lost Old Brown's glasses and...

[Download Book »](#)