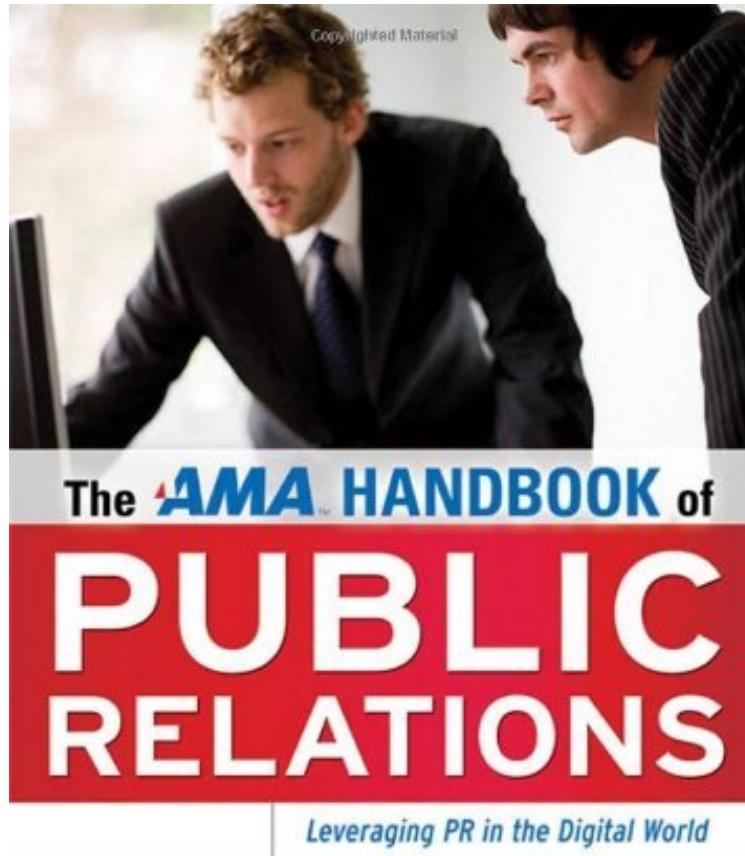


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The AMA Handbook of Public Relations

Robert L. Dilenschneider

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ROBERT L. DILENSCHNEIDER

Foreword by **Maria Bartiromo**

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Robert L. Dilenschneider : The AMA Handbook of Public Relations before purchasing it in order to gage whether or not it would be worth my time, and all praised The AMA Handbook of Public Relations:

5 of 5 people found the following review helpful. Provides tactics for keeping up digitally and will help you become competent as a PR professional in the 21st century. By Jeff Lippincott I loved it. Impressive. I won't say it is a "detailed" handbook to use to actually become expert at PR in the 21st century. But it is a wonderful book that covers the following: New media [Web sites, blogs, mircoblogs] Old media [Newspapers, magazines, etc.] Public speaking Market research Tactics for keeping up digitally I'm not sure why "market research" was included. But then the book is sponsored by the AMA. I found the text to be well written and outlined. It is comprised of four parts that are broken into 19 chapters and three appendices. I urge you to examine the Search Inside feature provides for this book so you can see the 19 chapter titles. Back in May, 2009 I read and reviewed Putting the Public Back in Public

Relations: How Social Media Is Reinventing the Aging Business of PR. In that review I commented that there should have been a chapter on Investor Relations. Well, the instant book has one. See Chapter 13 and the related chapter on The Annual Report (14). I like both books. And I think they compliment one another. I highly recommend any public relations professional who wants to be competent in their field and make things happen today read both as companion books. 5 stars! 2 of 3 people found the following review helpful. Review I came across Online...By Laxmom981 Check out this review that I just came across online...[...]
Saturday, May 1, 2010
Bookviews - May 2010
By Alan Caruba
My Picks of the Month...
Getting Down to Business (Books)
Given that I have earned my living as a public relations counselor for some fifty years, I can be forgiven for taking a special interest in Robert L. Dilenschneider's new book, The AMA Handbook of Public Relations (\$35.00, Amacom). The acronym, AMA, stands for the American Management Association and, since I have also been a book reviewer for the same amount of time, I can assure you that the Association publishes some of the best business books in any given year. Dilenschneider's is no exception. PR folk took to the Internet swiftly, realizing its potential to shape public opinion on goods, services, and issues. They learned, however, it can have its pitfalls as well. The Handbook is an excellent guide to combining traditional PR with the capabilities of the Internet while protecting one's client or company from harmful attention online and off. The Handbook spans key topics from the nuts-and-bolts of good versus bad PR to practical advice on speechwriting, making presentations, penning op-ed pieces, and conducting market research....
That's it for May! Do tell your book-loving friends about Bookviews because word of mouth is our best way of reaching out to the many people who might not otherwise hear about books that deserve a wide audience. And come back in June when we shall share news of a host of new books!

Foreword by Maria Bartiromo
Public relations was among the first industries to harness the power of the Internet. As a medium for corporate communications, branding, product information, and more, the Web's value was readily apparent. But the Internet is a double-edged sword whose perils are every bit as important to control. The AMA Handbook of Public Relations is written to help professionals merge their traditional and Web-based campaigns while protecting their clients, companies, and themselves against harmful attention. Based on in-depth interviews and cutting-edge research, the book combines proven PR strategies with up-to-the-minute Web savvy to help readers: - Master media relations - Manage rumors and crises - Adapt areas of specialization to the Internet - Work with trade publications - Leverage websites, blogs, podcasts, and social networking sites - Monitor the Web for positive and negative feedback - Allocate resources and establish budgets - Measure the impact of Internet strategies - And more. Designed for daily use in a changed and changing world, The AMA Handbook of Public Relations covers everything today's PR professional needs to know.

"Author and communications expert Dilenschneider... offers a well-researched and thorough guide to the constantly evolving, ever expanding public relations industry, laying the groundwork for PR professionals to take advantage of 21st century communications innovations.... Readers just entering the work force and experts struggling with the digital age transition will put this manual to great use." --Publishers Weekly
From the Inside Flap
Every company, cause, and career with a stake in positive public exposure depends on successful public relations, and until recently, PR professionals had the art of promoting messages, shaping opinions, and protecting reputations down to a science. Then, the Internet opened up a staggering array of unparalleled possibilities—and previously unimaginable dangers. Whether you're an in-house PR manager or an outside PR consultant, the constantly evolving world of online communication has made your job more challenging than ever. In the view of PR icon Robert L. Dilenschneider, the only effective way to deal with those challenges is to integrate your firm grasp of "old-style" media—television, radio, magazines, newspapers, direct mail, personal appearances, and others—with the new and emerging Web 2.0 outlets. In The AMA Handbook of Public Relations, he offers you a comprehensive operator's manual to communicating with influence in the 21st century. If you're looking for tried-and-true formulas, you won't find them here—because they no longer exist. Instead, you'll get an expert's help in developing the mind-set, strategies, tactics, and confidence to bring together and fully exploit all the vehicles for information, ideas, and debate now available to you. You'll learn how to take your skills to a new level on a new playing field—and gain new advantage. This handsy book will explain in detail how the tools and techniques of the Internet, when combined with conventional understanding of communications, can make a major difference in your life and career, Dilenschneider affirms. It will also tell you how you can master this new world. Informed by hundreds of interviews with business leaders, media heads, cyberspace trailblazers, policy makers, consumers, and college students, The AMA Handbook of Public Relations reflects the latest digital communication trends and addresses key influence concerns. Along with a wealth of illuminating real- and virtual-world examples, you'll find action steps and practical tips to help you: • Create a website that connects with visitors on a human level. • Get more comfortable with the nuts and bolts of blogs, microblogs (aka "tweets"), podcasts, and social networking sites . . . and then let your target audience determine which tools and forums you should use to reach and engage them. • Reframe your PR universe in terms

of hypershy;linksmdash;the digital version of the wisdom of crowdsmdash;and seize every chance to cooperate and collaborate with your competitors. bull; Recognize, measure, and budget for what countsmdash;results that are truly relevant to your companysquo;s or clientsquo;s goals. (For instance, word-of-mouth from satisfied customers counts much more than total website traffic.) bull; Monitor what is being said about your company, products, services, industry, competition, and leadership on the Web, 24/7, and invest in a strong offense against Internet security threats and cyberattackers. bull; Plan ahead for crises and worst-case scenarios, transform misinformation and mispercepshy;tions into opportunities to reinforce your message, and uncover the real motives behind persistent false rumors. bull; Experiment with a mix of digital and tradishy;tional mediamdash;and have the courage to change a tactic or strategy without apology. As yoursquo;ll discover, trial and error is vital to public relations success in the ever-evolving communications landscape. Yoursquo;ll also find helpful chapters devoted to specific PR skills and specialties, including investor relations, tourism, speechwriting, market research, and more. If what you do depends on communicating the right messages, yoursquo;ll find The AMA Handbook of Public Relations an essential resource and an invaluable guide. Robert L. Dilenschneider is the founder and Chairman of The Dilenschneider Group, a global public relations and communications consulting firm headshy;quartered in New York City. He is the former President and Chief Executive Officer of Hill and Knowlton, Inc., and the author of many books, including the best-selling Power and Influence. From the Back Cover With Web 2.0 dramatically changing how we communicate, succeeding in PR today requires bringing your skills to a new level and applying them in a new way. This involves not only mastering blogs, podcasts, social networks, and the latest digital novelties, but leveraging all the available outlets for ideas, opinions, facts, debate, and attentionmdash;online and offmdash;and integrating everything toward reinforcing your message. In The AMA Handbook of Public Relations, PR icon Robert L. Dilenschneider shows you how to combine the tools and techniques spawned by the Internet with traditional mediamdash;and exploit them all to create consistently powerful campaigns. With case studies, expert advice, and practical action steps to make honing your skills easy, yoursquo;ll know how to: bull; Create a Web presence with staying power and personal appeal bull; Leverage a variety of electronic mediamdash;while protecting your clients and your company from the perils of harmful attention bull; Stay on top of what is being said online about everything that affects your business bull; Look to your audience for determining which communication tools to choose and how to use them bull; Allocate resources and set a realistic budget for the right media mixmdash;and measure the results based on key goals The AMA Handbook of Public Relations is an indispensable guide for todayrsquo;s savvy PR professional.