



# Strategic Communications Planning for Public Relations and Marketing

*WILSON LAURIE J, OGDEN JOSEPH*

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The basic principles of researched-based strategic planning remain unchanged...However, the tools used to conduct research, analyze data and communicate with key publics have been revolutionized by advances in technology. With so many ways to segment publics and along with several new strategies and channels to reach them, the need for strategic analysis and planning has never been greater. Continuing its legacy as one of the top-selling PR strategy and campaign texts, the NEW edition of Strategic Communications Planning for Public Relations and Marketing has been revamped to meet the evolving needs of public relations and marketing professionals. Strategic Communications Planning for Public Relations and Marketing: Features an updated and streamlined Strategic Communications Planning Matrix that follows each public through messages, strategies, and tactics. Includes new chapters on creativity, social media, and responding to requests for proposals (RFPs). Is practical! Tips from the Pros, Matrix Applied, Strategy Briefs, and Mini Cases vignettes demonstrate how companies are applying strategic communications.

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