



Public Relations and the Social Web: How to Use Social Media and Web 2.0 in Communications

Robert Brown

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Social media are becoming part of the fabric of our lives, and their effect on public relations is the single biggest topic of conversation in the PR industry. Rob Brown explores the way the internet is changing the field of communications and looks at the implications for a range of fields, from entertainment to politics. It examines emerging public relations practices in the digital environment – including blogs, wikis, RSS, social networking, and SEO – and shows readers how to structure digital public relations campaigns.

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