



Relaciones públicas 2.0. (Manuales) (Spanish Edition)

Cristina Aced Toledano

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Lo que no se comunica no existe, o existe solamente para unos pocos. Por eso es importante que las organizaciones cuenten con una estrategia de relaciones públicas para darse a conocer. Sin descuidar los medios tradicionales, esta estrategia ha de tener en cuenta la web social, que ofrece grandes oportunidades para la comunicación corporativa. De forma amena y con numerosos ejemplos, este libro analiza la influencia que tienen los medios sociales en las principales áreas de especialización de las relaciones públicas, tanto interna como externamente. Además, explica cómo diseñar un plan de comunicación integrado que incluya el 1.0 y el 2.0. Se trata de un manual para profesionales de la comunicación, gabinetes de prensa y agencias de relaciones públicas que estén interesados en conocer cómo los blogs, las redes sociales e internet les pueden ayudar a hacer mejor su trabajo. Se pueden consultar los enlaces mencionados en el texto y otros recursos de interés en el blog del libro <http://comunicacioncorporativa20.tumblr.com>, que se irá actualizando regularmente.

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