



Dominik Ruisinger
Online Relations
Guidelines for modern PR in the Web
2nd revised and expanded edition
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Marketing / Sales / Advertising

This book deals with the optimal utilisation of online communication tools. PR and marketing strategists simply must deal with Google Adwords, blogs, social networks, podcasts and RSS feeds, digital press kits and e-mail newsletters. In fact, the instruments for online communication are now among the most important marketing and PR tools of all. How does one set up a focused online PR system? What needs to be considered in the area of search-engine marketing? What are the factors that can ensure the success of e-mail newsletters? The practice-relevant solutions in the book demonstrate how the Internet can be used in a focused manner to achieve professional internal and external corporate communication. Ruisinger explains the meaning of as well as the advantages and disadvantages of the various online instruments for corporate PR. Those with PR responsibilities will find this book of assistance for decision-making that will allow them to choose the most sensible instruments to meet their particular needs - without jumping on every bandwagon that presents itself.

In this second edition of this tried and proven practical guide, all of the practical examples have been replaced with actual cases. The content has been completely updated and expanded to include the most recent developments in the online world. In particular, brief news services like Twitter, Wikis, the mobile Internet and the unstoppable rise of social networks like XING, Facebook, LinkedIn and YouTube are thoroughly elucidated with respect to the opportunities and risks that they hold for PR. Social networks in particular, which until now have been largely used for private purposes, promise enormous growth rates in the B2B domain. This development is likely to emerge in Europe with some delay and to change PR work here as well over the long term.

About the Authors:

Dominik Ruisinger is a consultant, an author and a lecturer in public relations with a focus on PR, online marketing, social media, conceptualisation and text design. As a co-owner of the ADD PR agency, (www.add-pr.de), he provides consulting services on communication strategies to companies, organisations and projects. He also teaches at the Hannover University of Applied Science, the IMK (the private Institute for Media and Communication) in Berlin, the BAW (Bavarian academy for advertising and marketing) in Munich and the DAPR (German academy for public relations) in Frankfurt. A journalist with many years of experience, he is the author of technical books as well as many written contributions to books, newsletters and journals, as well as online

Intended Audience:

Managers with responsibility for communications and public relations, future journalists, participants in continuing education courses in PR and marketing

Key Features:

- 1 The second issue covers current developments like Twitter, Wikis, XING, Facebook, LinkedIn, YouTube, etc.
- 2 Contributions from experts representing agencies, institutions and enterprises
- 3 Includes case studies, instructions for use, check lists and forms - some available via download