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By Don Stacks, David Michaelson



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Contemporary public relations practice has developed over the last several decades from the weak third sister in marketing, advertising, and public relations mix to a full player. To help you keep up to speed with the exciting changes and developments of publications, this book will provide you with the necessary understanding of the problems and promises of public relations research, measurement, and evaluation. As a public relations practitioner, this book will act as guide to effective use of methods, measures, and evaluation in providing grounded evidence of the success (or failure) of public relations campaigns. This outstanding contribution takes a best practices approach one that focuses on taking the appropriate method and rigorously applying that method to collect the data that best answers the objectives of the research. It also presents an approach to public relations that focuses on establishing the profession's impact on the client's return on investment in the public relations function, whether that function be aimed at internal or external audiences. By the end of the book, you will understand why and how research is conducted, and will be able to apply best practice standards to any research done by supply side vendors or internal research departments.



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Editorial Review

About the Author

Don W. Stacks received his doctorate from the University of Florida, and is professor of Public Relations and associate dean for Faculty Research and Creative Support in the University of Miami's School of Communication. He has authored or coauthored eight books and over 200 articles, chapters, and presentations on communication topics. He has been elected as a research fellow by the Institute for Public Relations, the Eastern Communication Association, and as senior fellow by the Society for New Communications Research. The Institute for Public Relations awarded him its Pathfinder Award for his program of research and Dr. Stacks has been recognized by the Public Relations Society of America as its Professor of the Year and received the Jackson Jackson and Wagner Behavioral Research Prize. Dr. David Michaelson is president of Echo Research Inc. He has over 29 years experience conducting research for numerous Fortune 500 companies, universities, and philanthropic organizations. Dr. Michaelson has an extensive background in communications testing, message development, measurement of communications effectiveness, and branding. His work with corporate clients includes Novartis, GSK, MetLife, American Express, and Citigroup. Prior to joining Echo Research as President in 2007, Dr. Michaelson managed his own research firm. He also has been managing director and head of research for Ogilvy Public Relations Worldwide, managing director at GCI Group, and a director of research at Burson-Marsteller. Dr. Michaelson is a long-term member of the Commission on Public Relations Measurement and Evaluation of the Institute for Public Relations and has published numerous articles on public relations research.

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