



Brand Engagement (Paperback)

By Wendy McWilliams

Wmc Public Relations Pty Limited, United States, 2013. Paperback. Book Condition: New. 210 x 148 mm. Language: English . Brand New Book ***** Print on Demand *****. This is a must-have book for all SMEs who want practical advice on public relations and other techniques to create low cost and effective PR campaigns. The spark to write this book came after the public relations company I established in 1992, WMC Public Relations, turned 20. It jolted me into thinking about everything that I had learnt since starting my PR career and all my past experiences that are now woven into my professional makeup. I thought it was time to share what I know with small to medium sized enterprises so that they may be helped in establishing and growing their brand, that it engages their stakeholders and continues to shine. The book includes chapters from high profile business people who share their knowledge on subjects including sales, innovation, customer engagement, member relationship management, strategic alliances, social media and SEO.



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