

Managing Public Relations and Brand Image through Social Media

Part of the Advances in Marketing, Customer Relationship Management, and E-Services (AMCRMES) Book Series

Anurag Singh (Banaras Hindu University, Varanasi, India) and Punita Duhan (Meera Bai Institute of Technology, India)

Description:

Each consumer now has the power to be a journalist, reviewer, and whistle blower. The prevalence of social media has made it possible to alter a brand's reputation with a single viral post, or spark a political movement with a hashtag. This new landscape requires a strategic plasticity and careful consideration of how the public will react to an organization's actions. Participation in social media is mandatory for a brand's success in this highly competitive online era.

Managing Public Relations and Brand Image through Social Media provides the latest research and theoretical framework necessary to find ease in the shifting public relations and reputation management worlds. It provides an overview of the tools and skills necessary to deftly sidestep public affronts and to effectively use online outlets to enhance an organization's visibility and reputation.

Readers:

This publication targets policy makers, website developers, students and educators of public relations, PR and advertising professionals, and organizations who wish to better understand the effects of social media.



ISBN: 9781522503323

Release Date: June, 2016

Copyright: 2016

Pages: 294

Topics Covered:

- Brand Image
- Brand Management
- Brand Promotion
- Corporate Reputation
- Customer Engagement
- Customer Relationship Management
- Negative Publicity Management
- Swarm Intelligence

**Hardcover +
Free E-Access:**

\$195.00

**E-Access +
Free Hardcover:**

\$195.00

Order Information

Phone: 717-533-8845 x100

Toll Free: 1-866-342-6657

Fax: 717-533-8661 or 717-533-7115

Online Bookstore: www.igi-global.com



Anurag Singh is a Faculty at Faculty of Management Studies, Banaras Hindu University, Varanasi, with fifteen years of academic and six years of research experience. He has authored one book and has to his credit thirty-five research papers in national and international journals. He is a former Assistant professor of Department of Business Administration, Assam University, Silchar.