



PR 2.0: New Media, New Tools, New Audiences

By Deirdre K. Breakenridge

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Praise for *PR 2.0*

“An ‘easy read’ filled with practical examples of how marketing professionals can leverage these new tools to enhance PR activities. The ‘Interviews with the Experts’ sections were especially useful in helping to highlight how companies have benefited from *PR2.0*.”

Maura Mahoney, Senior Director, RCN Metro Optical Networks

“*P.R. 2.0* is a must-read for any marketing or PR professional. It is filled with expert advice, real-world examples, and practical guidance to help us better understand the new media tools and social networking concepts available and how we can use them for our specific branding needs. This book is excellent for someone who is trying to understand the new web-based media and social networking concepts, as well those who are experienced in applying the new media tools and are curious about what everyone else is doing and what tools are producing the best ROI. This isn’t a book filled with simple tips and tricks--it’s an essential guidebook for the marketing/PR professional to better understand the new media options and how to apply them effectively to achieve results.”

Jenny Fisher, Director Sales and Marketing Operations, Catalent Pharma Solutions

“Wading through the thicket of expanding Internet tools--from MySpace to Facebook, from Twitter to Flickr--is no easy challenge. And once you finally understand these strange new art forms, how the heck do you harness them? Answer: You buy this book. Deirdre Breakenridge knows the Net--how to measure it, monitor it, and use it to maximize public relations performance. Best of all, she explains it in a style that even a Luddite can comprehend.”

Fraser P. Seitel, author of *The Practice of Public Relations* and coauthor of *IdeaWise*

The New Future of Public Relations!

In today’s Web 2.0 world, traditional methods of communication won’t reach

your audiences, much less convince them. Here's the good news: Powerful new tools offer you an unprecedented opportunity to start a meaningful two-way conversation with everyone who matters to you. In *PR 2.0*, Deirdre Breakenridge helps you master these tools and use them to the fullest possible advantage in all your public relations work.

You'll learn the best ways to utilize blogs, social networking, online newswires, RSS technology, podcasts, and the rest of today's Web 2.0 tools. Breakenridge shows how to choose the right strategies for each PR scenario and environment, keep the best Web 1.0 tools, and stop using outmoded tactics that have rapidly become counterproductive.

Breakenridge introduces an extraordinary array of new PR best practices, including setting up online newsrooms, using visual and social media in releases, and leveraging new online research and analytics tools. She offers powerful new ways to think about PR, plan for it, and react to the new PR challenges the Web presents. Breakenridge also includes interviews with today's leading PR 2.0 practitioners.

PR 1.0 vs. PR 2.0

Identify the needs of companies and clients, and how to integrate them for greatest effectiveness

Reaching today's crucial wired media

Powerful new strategies for pitching and media distribution

Best uses of traditional PR tactics

Better ways to use viral marketing, online newsletters, e-blasts, VNRs, and webcasts

PR 2.0: Making the most of the newest tools

Interactive online newsrooms, visual media, blogs, RSS, podcasts, and beyond

Social media: Your new 24/7 focus panel

Powerful new ways to capture emerging customer desires and needs

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PR 2.0: New Media, New Tools, New Audiences By Deirdre K. Breakenridge Bibliography

- Rank: #2116833 in Books
- Published on: 2008-04-05
- Original language: English
- Number of items: 1
- Dimensions: 9.24" h x 1.10" w x 6.20" l, 1.15 pounds
- Binding: Hardcover
- 304 pages

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Editorial Review

Amazon.com Review

Wikipedia founder Jimmy Wales on *PR 2.0: New Media, New Tools, New Audiences*



The new media world of Web 2.0 offers many opportunities and also many dangers for public relations professionals and their clients. This world can seem confusing and counter-intuitive to the newcomer, and a lot of what has worked in traditional media will only cause problems in this space. Finding solid information to get yourself up to speed has been very difficult.

As the founder of Wikipedia, I have been forced to deal many times with clumsy attempts to use new media (Wikipedia in particular), attempts which have often backfired as the client and PR professional end up embarrassed and looking bad. Most of the time, these efforts were well-meaning but misguided. The practitioners just did not understand what to do.

Deirdre Breakenridge's *PR 2.0: New Media, New Tools, New Audiences* is an excellent antidote to these problems. She covers the gamut of new technologies from social networking, blogs, RSS, podcasts, wikis, and more. And she helps the reader to understand the right way to use these tools in an appropriate fashion.

Whether you are a young PR professional just starting out, or an old timer just getting involved in the new media landscape, you will find Breakenridge's book to be a must read.

--Jimmy Wales, Founder of Wikipedia

From the Back Cover

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About the Author

Deirdre Breakenridge is an author, entrepreneur and CEO of Pure Performance Communications. A 20 + year veteran in PR and marketing, she is the author of five FT Press books including her latest titles, *Social Media and Public Relations: Eight New Practices for the PR Professional* , *Putting the Public Back in Public Relations* , and *PR 2.0: New Media, New Tools, New Audiences* .

Deirdre speaks both nationally and internationally on the topics of PR, social media and marketing. She is a recognized PR blogger at PR 2.0 strategies, and also the co-founder of #PRStudChat, a dynamic twitter chat with PR professionals, educators and students.

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