

Les relations publiques dans une société en mouvance

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Les Relations Publiques Dans Une Societeacute En Mouvance E Eacutedition

Stéphanie Yates



Les Relations Publiques Dans Une Société En Mouvement Édition:

Les relations publiques dans une société en mouvement Danielle Maisonneuve, Jean-François Lamarche, Yves St-Amand, 2003 Un outil indispensable l'évolution des organisations les relations publiques sont maintenant intégrées la gestion et la définition de leurs orientations En effet les relationnistes favorisent l'émergence d'une communication bidirectionnelle qui procure l'organisation une meilleure connaissance des attentes de ses publics tout en permettant ces derniers de mieux comprendre les activités de l'organisation Dans cet ouvrage les auteurs présentent sous une forme inédite un choix clair d'instruments stratégiques rattachés aux relations publiques Qu'il s'agisse de recherche d'analyse de communication ou d'évaluation ces spécialistes proposent une méthode de travail et recommandent différentes tapes comme autant de tableaux de bord servant à guider les balises d'une communication efficace Les néophytes en relations publiques et les jeunes relationnistes en fonction trouveront aussi des pistes de solution pour résoudre leurs problèmes quotidiens ainsi que des outils leur permettant de surmonter les difficultés de communication inhérentes toute organisation humaine

Les relations publiques dans une société en mouvement - 4e édition Danielle Maisonneuve, 2010 Avec l'entrée de la société dans une phase de profonde mutation de la communication Danielle Maisonneuve signe une quatrième version de cet ouvrage remanié en profondeur Trois nouveaux chapitres dont un consacré à l'éthique et des études de cas récents actualisent le propos

Introduction aux relations publiques Stéphanie Yates, 2019-12-08T00:00:00-05:00 Dans un contexte professionnel bouleversé par les avancées technologiques médias sociaux riches en tant que la surabondance d'informations le triomphe du populisme et l'ère des faits alternatifs l'accentuation des inégalités les relationnistes ont aujourd'hui affronter de nombreux défis C'est pourquoi huit ans après la parution de la quatrième édition du livre phare de Danielle Maisonneuve *Les relations publiques dans une société en mouvement* cet ouvrage fait le point sur l'exercice de la profession de relationniste autant en ce qui a trait aux théories qui constituent ses fondements et aux enjeux auxquels elle fait face qu'aux pratiques actualisées qu'elle commande

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