



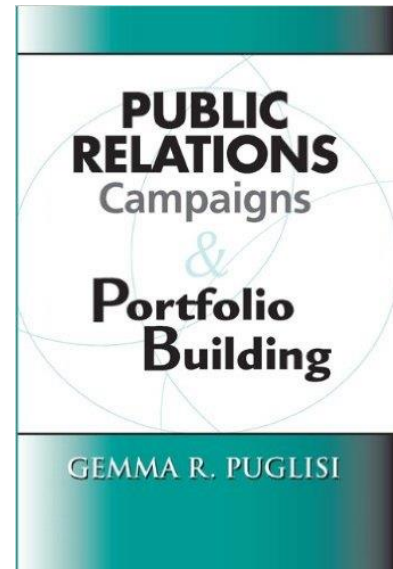
**Perpustakaan Pusat
Universitas
Esa Unggul**

Public Relations Campaigns & Portofolio Building

**Author : Gemma R. Puglisi
No. Class: 659.2 PUG p**

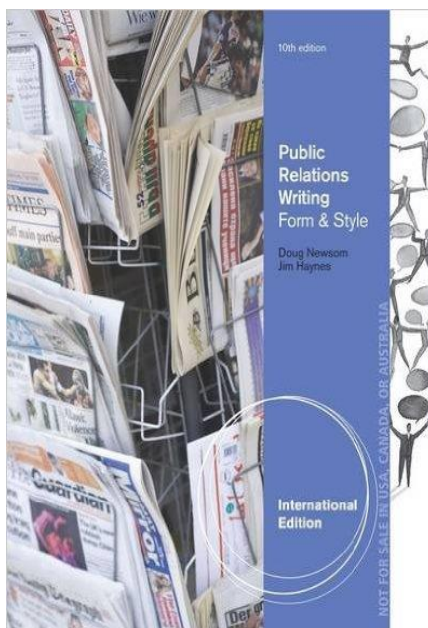
Description: The first guide of its kind, Public Relations Campaigns and Portfolio Building outlines, for students and professionals alike, the building blocks of creating a professional PR portfolio and designing a successful PR campaign. Through examples and case studies, this text brings students through the step-by-step process of successful PR practices. Readers will see the lasting

impact a campaign can have on a nonprofit, business, or the community simultaneously learning how to quantify their results to demonstrate their progress and success to the client. Written by an industry insider, this text gives students tips for communicating effectively with clients, timelines for maintaining progress and various outlets to utilize as they promote their cause.



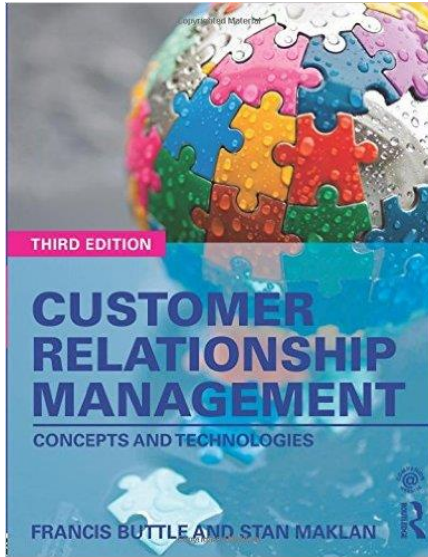
Public Relations Writing: Form And Style

**Author : Doug Newsom, Jim Haynes
No. Class : 659.2 NEW p**



Description: PUBLIC RELATIONS WRITING: FORM AND STYLE combines the practical approach of a trade book with the fundamental principles and theories of Public Relations to provide you with the essential techniques and methods needed to write with understanding and purpose. This text guides you through a logical progression of PR writing, starting with an explanation of how this kind of writing is unique and by exploring the legal and ethical obligations. It also introduces you to the different styles and techniques behind writing principles that you'll need to develop. The 10th edition features a "Writing for Publics" section that covers public relations writing assignments that you'll likely come across early in your career: emails, memos, letters, reports and proposals, backgrounders and position papers. Writing for mass media and the more complex public relations writing functions, including media kits, media pitches, print and online newsletters, brochures, magazines, including those online, and annual reports also are covered in this comprehensive guide. The new edition features a separate exercise book that contains three PR Scenarios and a quick study for each chapter

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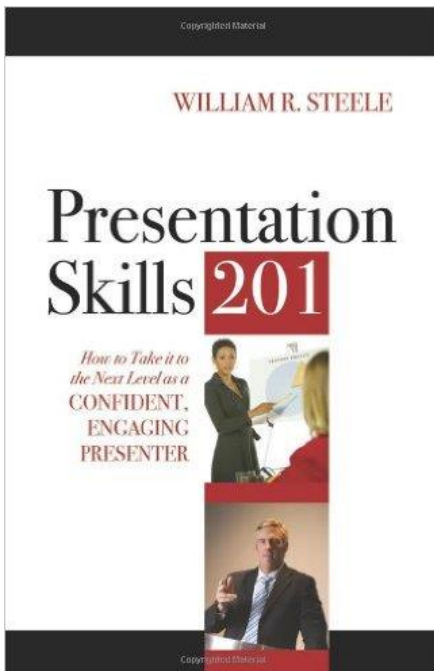
Customer Relationship Management: Concepts And Technologies 3rd Edition

Author : Francis Buttle, Stan Maklan

No. Class : R 658.812 BUT c

Description: This much-anticipated new edition of the bestseller Customer Relationship Management: Concepts and Technologies provides a comprehensive and balanced review of CRM, now completely revised to reflect recent changes in CRM practice. The book explains what CRM is, the benefits it delivers, the contexts in which it is used, the technologies that are deployed, and how it can be implemented.

Both theoretically sound and managerially relevant, the book draws on academic and independent research from a wide range of disciplines including IS, HR, project management, finance, strategy and more. Buttle and Maklan, clearly and without jargon, explain how CRM is used throughout the customer life cycle stages of customer acquisition, retention and development. The book is illustrated liberally with screenshots from CRM software applications and case illustrations of CRM in practice., This much-anticipated new edition of the bestseller Customer Relationship



Presentation Skills 201: How To Take It To The Next Level As A Confident, Engaging Presenter

Author : William R. Steele

No. Class : 659.2 STE p

Description: Presentation Skills 201 is for the good presenter who is determined to get even better. Containing over 70 pieces of detailed advice for higher performance, Presentation Skills 201 can be read from cover-to-cover or used as a reference guide. It includes valuable, easy-to-implement tips for every facet of the presentation process from planning to delivery. Readers will learn how to increase both the impact and memorability of their presentations. Included with the tips are scores of real-life examples and stories from the author's over 16 years of helping highly-accomplished presenters find that one more thing that they can do to take it up notch and build their careers by making strong, positive impressions on their presentation audiences.