



# Press Releases Are Not a PR Strategy

*Linda, B. VandeVrede*

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## **Press Releases Are Not a PR Strategy** Linda, B. VandeVrede

Overview on public relations strategy for executives, PR professionals and communications students. The chapters are organized to take readers from a basic understanding of public relations and how it differs from other marketing communications tactics, to several sections on specific PR tactics and how and where they should be used. There is a new chapter on social media, including blogs, podcasts, wikis and RSS feeds. The expanded appendix includes the PRSA code of ethics, a resource directory, and samples. In spring 2008, the book won a silver medal in the first annual Axiom Book Awards in the public relations/marketing category.

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