



The Marketer's Guide to Public Relations in the 21st Century

By *Thomas L. Harris, Patricia T. Whalen*

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This book is a complete update of an earlier volume that Harris wrote in 1993. The entire concept of The Marketer's Guide to Public Relations runs counter to the traditional concept of 'events-driven' public relations. This book challenges the reader to use public relations as a strategic tool, to achieve measurable and actionable marketing objectives. Not dissimilar to the concept of 'Integrated Marketing Communications', MPR seeks to read one's market, determine need, and build a marketing program (both communication and marketing strategy) from the outside in: determine the way customers want to learn about your product and develop a strategy to create awareness, communicate the benefits, and instill a motivation to purchase.

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Review

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"Harris and Whalen take the integration of marketing communications to the next level" -- *Don E. Schultz, Co-author, Brand Babble - Northwestern University, Agora Inc.*

"Harris and Whalen's book offers a wealth of practical wisdom for marketing PR" -- *John D. Graham, Chairman and CEO, Fleishman-Hillard*

"There's no one who knows more about marketing public relations than Tom Harris" -- *Harold Burson, Chairman Founder, Burson-Marsteller*

About the Author

Thomas L. Harris, a leading practitioner and thinker in public relations, is a consultant based in the Chicago area. He is former president of Golin Harris International, one of the largest public relations firms in the world. He is the author of three other best-selling books on public relations and created the first university course on marketing public relations which he taught for fourteen years at Northwestern University.

Dr. Patricia Whalen spent twenty years in senior corporate marketing and communications positions of Fortune 500 companies. She is an assistant professor at Northwestern in the Medill IMC graduate program.

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