



Efektywna Komunikacja Kryzysowa: Integracja Teorii Public Relations z Praktyką

Indeks: **840792** Producent: **Routledge** Kod producenta: **9780367687144**

Cena: **180.36 zł**

Opis

Advancing Crisis Communication Effectiveness: Integrating Public Relations Scholarship with Practice (Routledge Research in Public Relations)

Producent: Routledge

- **temat:** BUSINESS & ECONOMICS / General, BUSINESS & ECONOMICS / Industries / General, BUSINESS & ECONOMICS / Public Relations, Business & Economics/Conflict Resolution & Mediation, Business & Economics/Industries - General, LANGUAGE ARTS & DISCIPLINES / Communication Studies, Language Arts & Disciplines/Communication Studies, SOCIAL SCIENCE / Media Studies, ANF: Media Studies, BUSINESS & ECONOMICS, BUSINESS & ECONOMICS / General, BUSINESS & ECONOMICS / Industries / General, BUSINESS & ECONOMICS / Public Relations, Betriebswirtschaft und Management, Business, Business & Economics/Conflict Resolution & Mediation, Business & Economics/Industries - General, Business/Economics, Chemical Exposure, Communication in crisis management, Communication scholars, Communication studies, Community coordination, Conflict Resolution & Mediation, Corporate Crisis Communication, Corporate crises, Crisis Cluster, Crisis Communication, Crisis Communication Practice, Crisis Communication Research, Crisis Communication Scholars, Crisis Communication; Public relations scholarship; SMCC; Communication scholars; Strategic Conflict Management; Effective crisis communication; Crisis Communication Practice; Corporate crises; Crisis Communication Research; Community coordination; Crisis Communication Scholars; Data Breaches; SMCC Model; Social Issues; Vice Versa; Crisis Types; Chemical Exposure; Social Listening; Evidence Based Road Map; Crisis Cluster; Crisis Response Strategies; Food Borne Illness Outbreaks; Corporate Crisis Communication, Crisis History, Crisis Response Strategies, Crisis Types, Data Breaches, Economics, Economics, finance, business & management, Effective crisis communication, Ethical Base Response, Evidence Based Road Map, Food Borne Illness Outbreaks, General, History, Humanities, Industries, Industries - General, LANGUAGE ARTS & DISCIPLINES, LANGUAGE ARTS & DISCIPLINES / Communication Studies, Language Arts & Disciplines/Communication Studies, Management Misconduct, Media studies, Non-Fiction, Nonprofit, Nonprofit Organizations, Public relations, Public relations scholarship, Rigor Relevance Gap, SMCC, SMCC Model, SOCIAL SCIENCE, SOCIAL SCIENCE / Media Studies, Social Issues, Social Listening, Social Media, Social Media / Soziale Medien, Social Media Platforms, Soziale Medien, Strategic Conflict Management, Supportive Behavioral Intention, TEXT, Vice Versa, Word Of Mouth, Betriebswirtschaft und Management, Communication studies, Economics, History, Media studies, Public relations, Economics, finance, business & management, Humanities
- **wiązący:** paperback
- **język:** english, english, english
- **waga przedmiotu:** 446 grams
- **strony:** 288
- **słowo kluczowe tematu:** Crisis Communication; Public relations scholarship; SMCC; Communication scholars; Strategic Conflict Management; Effective crisis communication; Crisis Communication Practice; Corporate crises; Crisis Communication Research; Community coordination; Crisis Communication Scholars; Data Breaches; SMCC

Model; Social Issues; Vice Versa; Crisis Types; Chemical Exposure; Social Listening; Evidence Based Road Map; Crisis Cluster; Crisis Response Strategies; Food Borne Illness Outbreaks; Corporate Crisis Communication, Crisis Communication; Public relations scholarship; SMCC; Communication scholars; Strategic Conflict Management; Effective crisis communication; Crisis Communication Practice; Corporate crises; Crisis Communication Research; Community coordination; Word Of Mouth; Crisis Communication Scholars; Crisis History; Data Breaches; SMCC Model; Social Issues; Social Media; Vice Versa; Crisis Types; Chemical Exposure; Social Media Platforms; Nonprofit; Nonprofit Organizations; Social Listening; Evidence Based Road Map; Crisis Cluster; Crisis Response Strategies; Management Misconduct; Ethical Base Response, Crisis Communication; SMCC; Public relations scholarship; Strategic Conflict Management; Communication scholars; Crisis Communication Practice; Effective crisis communication; Crisis Communication Research; Corporate crises; Word Of Mouth; Community coordination; Crisis Communication Scholars; Crisis History; Data Breaches; SMCC Model; Social Issues; Social Media; Vice Versa; Crisis Types; Chemical Exposure; Social Media Platforms; Nonprofit; Nonprofit Organizations; Social Listening; Evidence Based Road Map; Crisis Cluster; Crisis Response Strategies; Management Misconduct; Ethical Base Response; Food Borne Illness Outbreaks; Corporate Crisis Communication; Supportive Behavioral Intention; Rigor Relevance Gap, social,public,populace,politics,advancing

- **kod unspsc:** 55101500
- **kod podmiotu:** BUS000000, BUS070000, BUS052000, BUS110000, BUS070000, LAN004000, LAN004000, SOC052000, KJ, GTC, KC, NH, JBCT, KJSP, K, H
- **grupa docelowa:** General/trade
- **numer części:** 9780367687144
- **waga opakowania przedmiotu:** 0.436 kilograms
- **wydanie:** 1
- **zewnętrznie przypisany identyfikator produktu:** 0367687143, 9780367687144, 09780367687144
- **producent:** Routledge
- **tytuł serii:** Routledge Research in Public Relations
- **zalecane węzły przeglądania:** 3234481, 467358, 425395031, 186606, 403434, 403432
- **gatunek muzyczny:** BUSINESS & ECONOMICS, General, Betriebswirtschaft und Management
- **Data publikacji:** 2022-08-01T00:00:01Z
- **numer wydania:** 1
- **nazwa przedmiotu:** Advancing Crisis Communication Effectiveness: Integrating Public Relations Scholarship with Practice (Routledge Research in Public Relations)
- **data premiery:** 2022-08-01T00:00:01Z
- **data uruchomienia strony produktu:** 2022-06-07T05:04:47.349Z

Parametry

Ilość stron	288
Wydanie	1
Język	angielski
Waga przedmiotu	446g