

The ABCs of Strategic Communication: Thousands of terms, tips and techniques

M. Larry Litwin



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The ABCs of Strategic Communication: Thousands of terms, tips and techniques M. Larry Litwin Glossary of more than 7,000 terms and other words important to the communication professions: Public Relations; Advertising; Marketing; Sales Promotion; Media Planning and Buying; Print; Radio; Television; Online Communication; Journalism; and Graphic Design. Abbreviations and acronyms common to the professions are included to simplify the professional's life. Nearly 300 interspersed (716 pages) throughout The ABCs. Examples include: 25 words that hurt your resume; A user-friendly Web site; ABCs of strategic public relations; CBAs of strategic public relations; Ad placement matters on the Web; Assessing your writing; Be a better manager; Business dining: Dos and don'ts; Convince vs. persuade; Crafting your resume; Cover letters that get attention; Fly with less 'turbulence'; Getting you out there; iPod¿ etiquette; Know your audiences; Know where you are headed!; Looking for a job; Making your Web site "pop"; Planning your business trip; Pack without wrinkles; Political advertising; Resolving client reluctance; Telephone and cell phone etiquette; That all important thank you note; The 30-3-30 Principle; The 3-Minute Drill; The dreaded social kiss; The elevator 'speech'; The proper way to shake hands; The Triple Bottom Line; Workplace relationships; 10 Tips from "The Donald."

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