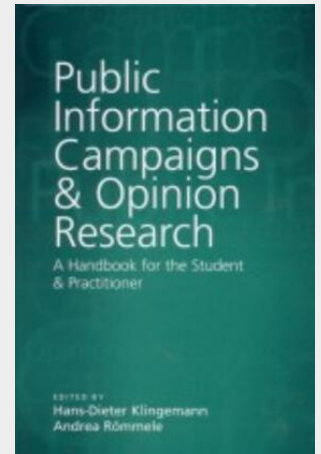


Public Information Campaigns and Opinion Research

A Handbook for the Student and Practitioner

This handbook draws on multidisciplinary insights and the experiences of academics and campaign practitioners to provide a comprehensive guide and introduction to planning, implementing and measuring public information and communication campaigns. It outlines the basic theoretical approaches and provides practical examples from a variety of both national and international information and communication campaigns within and across Europe. Public opinion information and campaign strategies in a recent American state election campaign are used to contrast the different perspectives and experiences in the United States. The handbook concludes by demonstrating how to measure effects, causality and public opinion change to determine what the campaign accomplished. A helpful summary and checklist for the student and practitioner using survey research is provided at the end.



240,50 €

224,77 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9780761964315

Medium: Buch

ISBN: 978-0-7619-6431-5

Verlag: Shanaya Wagh

Erscheinungstermin: 01.02.2002

Sprache(n): Englisch

Auflage: 1. Auflage 2002

Produktform: Gebunden

Gewicht: 484 g

Seiten: 194

Format (B x H): 161 x 240 mm

