



# Measuring Public Relationships: The Data-Driven Communicator's Guide to Success

*Katie Delahaye Paine*

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Katie Delahaye Paine's "Measuring Public Relationships" is the must-have practical guide to hands-on PR measurement. Emphasizing the role and evaluation of relationships, this book provides every public relations professional with step-by-step research procedures for measuring programs, improving results, and managing relationships. This book includes valuable information on measuring public relations as well as social media measurement.

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