

SOCIAL MEDIA – A SURVEY BY K-MB

Traditional PR perhaps soon will no longer exist. Too bold an assumption? Only a short glimpse at the existing social media platforms demonstrates one thing: even if the new channels do not yet have replaced the old ones, they are in fact much more than just a simple addition. Already a new generation of opinion makers today has the power of sustainably supporting campaigns - or disabling them effectively.

The urgent issue is: how should professional communicators react to the upcoming challenges? In order to respond to this question, the authors in this book present which instruments PR-representatives are using today and how they think about the future changes. For this purpose, spokespersons of leading German and international companies, consultants of big and small agencies and internet experts were interviewed.

The book delivers a survey of a whole branch in upheaval. An important book for all those who want to successfully shape communication for and with social media in the future. The survey is published by Helios Media Berlin in German language only. Available online at www.helios-media.com

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