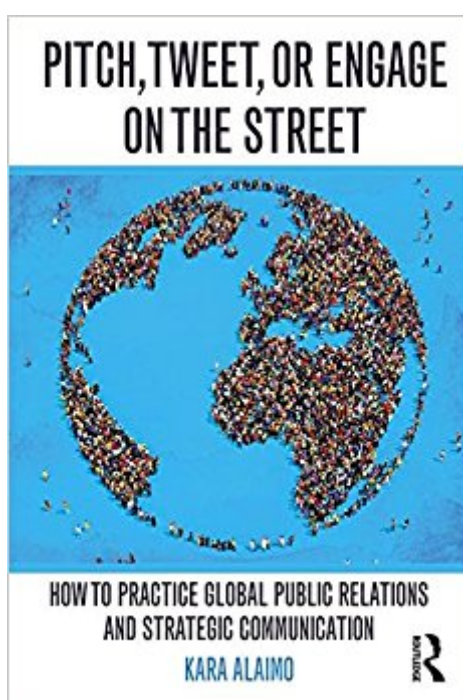


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# Pitch, Tweet, Or Engage On The Street: How To Practice Global Public Relations And Strategic Communication



## Synopsis

Pitch, Tweet, or Engage on the Street offers a modern guide for how to practice public relations and strategic communication around the globe. Drawing upon interviews with public relations professionals in over 30 countries as well as the author's own experience as a global public relations practitioner in the United Nations and in U.S. President Barack Obama's administration, this book explains how to adapt public relations strategies, messages, and tactics for countries and cultures around the globe. The book begins by explaining key cultural differences which require practitioners to adapt their approaches, before discussing how to build and manage a global public relations team and how to practice global public relations on behalf of corporations, non-profit organizations, and governments. Then, the book takes readers on a tour of the world, explaining how to adapt their campaigns for Asia-Pacific, Europe, the Middle East, the Americas, and Sub-Saharan Africa. Along the way, readers are introduced to practitioners around the globe and case studies of particularly successful campaigns — from a public relations "siege" that successfully ended an epidemic of violence in Kenya to the remarkable P.R. strategy adopted by Bordeaux wineries in China that led to a staggering 26,900 percent increase in sales.

## Book Information

Paperback: 496 pages

Publisher: Routledge; 1 edition (August 11, 2016)

Language: English

ISBN-10: 1138916056

ISBN-13: 978-1138916050

Product Dimensions: 1 x 6 x 8.8 inches

Shipping Weight: 1.3 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 5 customer reviews

Best Sellers Rank: #241,408 in Books (See Top 100 in Books) #149 in Books > Business & Money > Marketing & Sales > Public Relations #252 in Books > Textbooks > Business & Finance > International Business #727 in Books > Textbooks > Communication & Journalism > Communications

## Customer Reviews

Advance Praise for Pitch, Tweet, or Engage on the Street "The breadth and depth of this book are amazing. Kara Alaimo combines her extensive international experience with a thorough review of relevant academic literature. The book combines theory and practice; applies to corporations,

nonprofits, and government agencies; provides lessons from every continent; and always makes culture and ethics central to the discussion." James E. Grunig, Ph.D., Professor Emeritus, University of Maryland "You need to read this book if your business plan involves growth across international markets. Today, business success in local or regional markets is increasingly dependent on communications that can scale globally while understanding the importance of cultural nuances. Kara Alaimo has finally cracked the code for how to manage multi-national communications campaigns that drive real business results." Rowan Benecke, Global Technology Practice Chair, Burson-Marsteller "In our increasingly connected world, we cannot understand effective strategic communication without understanding cultural differences. This book makes a valuable contribution by bringing together the latest theory and research with real-world applications. We have adopted this book for courses in our Master's in Strategic Communication program at Columbia University." Rebecca Heino, Ph.D., Executive Director, Communication Division, School of Professional Studies, Columbia University "The world of the world has changed inexorably. Global citizens now turn to Facebook and Twitter and Instagram and Snapchat before they bathe in the morning. Kara Alaimo has lived international public relations at the highest levels. Hers is the only book you need to navigate the global social media thicket." Fraser Seitel, President, Emerald Partners; author of *The Practice of Public Relations* and former spokesperson for the Rockefeller family "Professor Alaimo's book *Pitch, Tweet, or Engage on the Street* masterfully combines the theory and practice of contemporary global public relations ... A must read for anybody looking beyond the backyard." Dejan Veršič, Ph.D., Professor and Head of the Centre for Marketing and Public Relations, University of Ljubljana, Slovenia "Alaimo brilliantly captures the zeitgeist of digital nativity and elegantly divines its meaning for contemporary public relations practice across the globe. This is a must read for anyone who seeks to understand the media revolution and how it has radically changed how we consume information." Harlan Loeb, Global Practice Chair, Crisis & Reputation Risk, Edelman

Kara Alaimo, Ph.D. is Assistant Professor of Public Relations at Hofstra University. A former communicator in the Obama administration and the United Nations, she now consults on global communication campaigns and designs customized employee training programs for companies on how to adapt messages and strategies for different global markets.

As we become more and more globally centric, I've been finding that I have been conducting business with people all over the world. If you had asked me 10 years ago, if I would be

doing business with someone in China or in Turkey, I would have laughed at you. But today, this is a reality. Kara Alaimo's book, *Pitch, Tweet, or Engage on the Street*, is the perfect addition for any marketer, especially if you are embarking on an international campaign. In the book, she talks about the do's and don'ts of media placements in various countries. Alaimo is an expert in international communications, having worked for the United Nations and part of President Obama's administration. She also teaches the subject at Hofstra University. (That's where we met and I was immediately drawn to her knowledge and expertise in the subject.) *Pitch, Tweet or Engage on the Street* is chock-full of vital information for any seasoned or beginner PR professional. Every country has its own ways of conducting business. Kara Alaimo, through extensive research and life experience, delves into each country and organizes the book in an easy-to-reference manual. As the author states, "Correctly understanding culture is the key to practicing international public relations." What I love about this book, is the author provides tons of resources. For example, there are more than a dozen journals to review prior to starting a public relations program in a particular country. She gives the example of when she worked at the United Nations and she asked colleagues in different countries if they could meet a deadline. They all told her they could and when the deadline came around, nothing came. Her boss told her that it is impolite to say "no." If you have a product or service and want to offer it in a different country, she suggests using a local public relations firm and provides a list of the top agencies around the world as well as regional public relations associations. The basic premise of the book is, know the audience before starting any type of campaign. In addition to various social media networks Alaimo discusses, she also talks about various regions around the world. Each section begins with: "If you practice public relations in X, you should know Y." For example, if you practice PR in South Korea, don't offer exclusives; or, if you practice PR in the UK, be prepared for skepticism and humor. Kara Alaimo also discusses pitching the media and offers an assortment of media outlets in those areas. *Pitch, Tweet, or Engage on the Street* is packed with vital information for every public relations person doing business outside of the US. It's a great resource and should appear on every PR practitioner's bookshelf. It is well-written and the author offers interesting case studies, as well as, profiles of key PR practitioners. I would highly recommend for PR folks and also for all marketing directors.

Being a communication researcher, scientist, blogger and practitioner, I have been for long time trying to build a global and/or international communication library without much success as there are not many books around the world offering this kind of knowledge. Literature for communication &

PR on an international level is still incipient all around the world. I was so happy to see that Kara Alaimo had published such valuable resource, this is one of those "must-have" books which can be easily consulted throughout one's academic or professional life. I am so happy that "Pitch, Tweet, or Engage on the Street: How to Practice Global Public Relations and Strategic Communication" is already on my special books shelf. Thanks to Kara and Routledge for enriching the world of global communication & PR.

Having worked with clients around the world, I've learned that one message does NOT fit all. Kara Alaimo's exceptional book offers practical, valuable and critical insights on what messages work (and don't work!) in particular countries. If you're a communications professional (or trying to communicate professionally) working globally, you must read this book.

Been searching for years for a resource that actually explains what works in different countries. This is it. Phenomenal.

Very informative read. Highly recommended.

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