

Paid Earned Owned Shared: The Media Recipe for Audience Conversion



Paid Earned Owned Shared: A Media Recipe for Audience Conversion looks at the earned media hub strategy and how it works. Want to get the biggest bang for your buck when it comes to public relations and social media conversations? This book will illustrate how different media categories interact, what you need to do to make them effective, and how to think about measuring them.

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