



Planning, Implementing, and Evaluating Targeted Communication Programs: A Manual for Business Communicators

William D. Crano, Gary W. Selnow

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This book is well documented, well written, well researched and is up-to-date. It is non-sexist. It is more than a 'manual for business communicators.' It is more than a book of 'how to's.' And it is more than a book of do's and don'ts. The authors and contributors skillfully draw upon a broad range of social sciences literature and their personal communication experience, both of which make this book invaluable in our understanding of the relationship between communication theory and practice. Beyond that, they offer clear guidelines for effective public communication. *Public Relations Review*

This book discusses the strategy of targeted communication and explains the steps necessary to plan and implement an effective information program. Selnow and Crano both place their recommendations in a communication theory and research perspective and show them to have practical application in real-world programs. They deal not only with the how to's, but with the why's as well.

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