



## METADATA

**Title:** Communication and public relations - Case studies

**Other Titles:** -

**Language:** Greek

**ISBN:** 978-960-603-447-3

**Subject:** LAW AND SOCIAL SCIENCES

**Keywords:** Case Study / Best Practises / Branding / Corporate Public Relations / Brand Public Relations

**Bibliographic Reference:** Panigyrakis, G. (2016). Communication and public relations - Case studies [Undergraduate textbook]. Kallipos, Open Academic Editions. <http://dx.doi.org/10.57713/kallipos-695>

### Abstract

The book contains specific thematic sections on communication and public relations. At the same time, a corresponding case study of a real company is provided for each topic. Following the presentation of the relevant theory for each subsection, it is presented how these were applied by the business in question. For each case study, the following are presented: -The key elements concerning the brand (including key elements about the operating environment). - The key elements about the type of communication chosen and why the particular

brand is a successful and representative example of the particular type. Some indicative sections are as follows: Advertising - Sales Promotion - Personal Selling - Public Relations - Publicity - Direct Marketing. Through the presentation of best practices of successful companies in communication issues, the approach and the relevant actions for each type of communication are described. In this way, not only the relevant theory is presented, but also the way it can be applied in real conditions for real industries and companies.

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