

## **PR News Releases the Top 100 Case Studies in PR**

Rockville, MD April 16, 2009 -- From digital PR campaigns to measurement strategies and budget breakdowns, PR and marketing professionals will learn the strategies employed by corporations, nonprofits and agencies in the just-published volume 4 edition of the PR News Top 100 Case Studies in PR. The guidebook features one-of-a-kind case studies, how-to articles, viewpoints and practical advice for improving all types of online and print communications efforts and bottom-line goals.

The PR News Top 100 Case Studies in PR Guidebook is available at [www.prnewsonline.com/store/28.html](http://www.prnewsonline.com/store/28.html)

We've been able to talk to the top PR practitioners willing to take us behind the scenes of their PR initiatives so that we can produce the industry's go-to blueprint for executing outstanding PR campaigns

While there are clearly more than 100 great case studies in PR, we think the ones offered in this book will help the industry navigate in this challenging business landscape.

From the publishers of PR News, The Top 100 Case Studies in PR Guidebook is packed with useful, specific, "how they did it" case studies - a team resource for years to come. The 200+ page guidebook includes profiles of and insights from companies of all sizes and across a wide range of industries that have demonstrated some facet of ingenuity, innovation or integrated thinking, illuminating communications as a function that has matured with poise and established its indispensability to business practices.

Companies profiled in the Guidebook include PricewaterhouseCoopers, A&E Networks, Edelman, Shell Oil Company, PepsiCo, Aflac, American Heart Association, Cone Inc., Porter Novelli, Hasbro, Dell, March of Dimes, Nike, Mastercard Worldwide, AOL, Bliss PR, The United Fresh Produce Association, Dittus Communications, Capella University, Ruder Finn, Papa Johns, Southwest Airlines, Dukin Donuts, Wyatt Communications, Girl Scouts of America, Microsoft, HBO, JetBlue, Mattel, Google, Xerox Corp. and numerous other organization of all sizes and budgets.

Case Study Chapters include:

- \* Anniversaries
- \* Branding
- \* Change Management
- \* Community Relations
- \* Crisis Management
- \* Employee Communications
- \* Events
- \* Financial Communications
- \* Measurement
- \* Media Relations
- \* Product Launch
- \* Public Affairs
- \* Repositioning
- \* Corporate Social Responsibility
- \* Digital PR

About PR News:

The PR News family of products includes PR News, PR News Webinars, Workshops and Conferences, the Platinum PR Awards, PR People Awards, CSR Awards, Nonprofit PR Awards, The 100 Best Case Studies Book, Guidebook to Best Practices in CSR; Guidebook to Best Practices in Measurement, Digital PR, Crisis Management and Media Training Guidebooks and PR News Webinars. For more information, go to [www.prnewsonline.com](http://www.prnewsonline.com).