



Brand Journalism

Andy Bull

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Responding to the newly-emerging trend of organisations hiring journalists to create content on their behalf, *Brand Journalism* is the first comprehensive, practical guide to this hybrid form of traditional journalism, marketing and public relations.

This textbook takes a direct and practical approach to the subject, showing journalists and journalism students how they can apply their skills to working for a brand, and showing those who work for non-media organisations how their organisation can acquire the skills necessary to become a multimedia publisher.

Areas covered include:

- Establishing the audience your brand wants to engage with
- Identifying your organisation's business goals
- Developing a brand journalism strategy to help deliver those business goals
- Measuring the results of your brand journalism strategy

The book also features a wealth of case studies on the subject and offers an invaluable companion website - www.brand-journalism.co.uk.

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