



The Communicator's Handbook: Tools, Techniques and Technology

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Too much to do? Too little time? The Communicator's Handbook is your one- step guide to understanding and capitalizing on the tools, techniques, and technology that you use to communicate with your audiences.

The Communicator's Handbook guides you through the fundamentals of crafting effective messages for print, radio, television, in speeches, and over satellite or the Internet.

The Communnicator's Handbook helps your organization work with the media, cope with crises, plan strategically, understand risk communications, conduct successful public information campaigns, and manage volunteers.

With The Communicator's Handbook you learn how to position your organization and to maximize the impact of your message, whether it's delivered face- to- face, over computer networks, through distance education, or multimedia technology.

The message you communicate is important to your business and organization. Whatever medium you choose, use The Communicator's Handbook to deliver that message loud and clear.



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