



Comment bien structurer son communiqué de presse ?

By Martin Dawagne

50 Minutes Mai 2015, 2015. Taschenbuch. Book Condition: Neu. 203x127x2 mm. This item is printed on demand - Print on Demand Neuware - Un guide pratique et accessible pour apprendre à rédiger un communiqué de presse qui fait mouche ! Le communiqué de presse constitue un outil précieux pour les entreprises dans le relais d'une information auprès des médias. Mais l'écriture de ce type de document relève du challenge, car en quelques paragraphes, le texte doit parvenir à accrocher l'attention du journaliste tout en lui donnant l'image d'un organisme crédible et professionnel. Ce livre vous aidera à : . Rédiger un communiqué de presse attractif . Choisir le bon média pour le relayer . Éviter les erreurs courantes . Et bien plus encore ! Le mot de l'éditeur : « Dans ce numéro de '50MINUTES | Coaching pro', Martin Dawagne nous explique de façon claire et concise comment concevoir un communiqué de presse percutant, tant au niveau du contenu que de la forme. Après une invitation rapide à se poser les bonnes questions afin de viser le média approprié, il s'attache à la forme et au style du document, qui doit pouvoir marier originalité et respect des règles. En bref,...



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