



Promoting Your School: Going Beyond PR (3rd Revised edition)

By Carolyn Warner

SAGE Publications Inc. Paperback. Book Condition: new. BRAND NEW, Promoting Your School: Going Beyond PR (3rd Revised edition), Carolyn Warner, Increase public confidence and support for your school through effective communications! Administrators will find that this updated edition of the bestseller is packed with techniques for projecting a positive school image and strengthening the four-way partnership between schools, parents, community, and the private sector. The author offers novice and experienced school leaders practical tools for successfully communicating school goals, successes, challenges, needs, and educational priorities. The new edition features: updated examples of recommended strategies within each chapter; new chapters on 'Communicating with Technology' and 'Rallying Support for Public Schools'; revised, user-friendly Table of Contents and List of Resources.



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