

# Bibliography of Public Relations Measurement

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This bibliography provides the reader with a systematic approach to measurement and research in public relations. It makes no assumptions about the reader's level of research sophistication. Indeed, the bibliography has been devised to walk the reader through sources from as basic as general readers in research and measurement, to the origins of generalized measurement techniques, measurement issues dealing with reliability and validity of measures, and specific public relations associated research from both academic and practitioner researchers. This project is meant as the beginning point from which the reader will focus on his or her own measurement needs. Further studies, position papers, and cases can be found at [www.instituteforpr.com](http://www.instituteforpr.com).

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## NEWSLETTERS/INTERNET RESOURCES

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*Holmes Report.* <http://www.holmesreport.com>.

*Inside PR.* <http://www.prcentral.com>.

*Interactive Public Relations.* <http://www.ragancom>.

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## PERIODICALS

*Communications World.* <http://www.iabc.com>.

*Frontline.* <http://ipra.org>.

*O'Dwyer's PR Services Report.* <http://www.odwyerpr.com>.

*Public Relations Strategist.* <http://www.prsa.org>.

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## PEER-REVIEWED JOURNALS

*International Public Relations Review.* [iprasec@compuserve.com](mailto:iprasec@compuserve.com).

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