

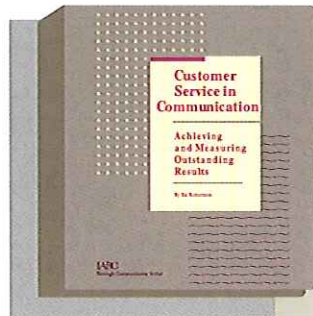
LEARN THE BUSINESS OF COMMUNICATION

IABC PERFORMANCE TOOLS

CUSTOMER SERVICE IN COMMUNICATION Achieving and Measuring Outstanding Results

By Ed Robertson

NEW!



Learn how superior customer service principles can be used in the day-to-day operations of a communication department to achieve exceptional results.

This comprehensive tool includes:

- Exercises
- Case studies
- Worksheets
- Sample questionnaires

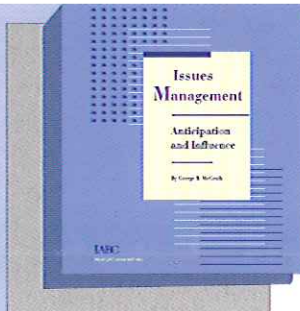
133 page manual

U.S. \$150 IABC member, \$185 nonmember

ISSUES MANAGEMENT Anticipation and Influence

By George B. McGrath

A practical guide to issues management, written especially for communicators. Learn to identify the questions your organization is least prepared to answer - and develop effective responses.



Learn how to:

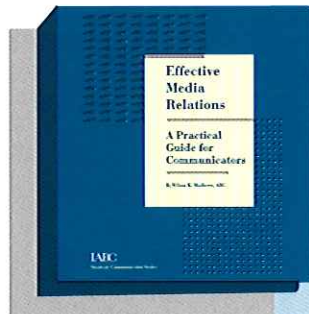
- Set up a strategic issues management process
- Scan your environment for problems and opportunities
- Develop and implement action plans
- Monitor and track issues

132 page manual

U.S. \$150 IABC member, \$185 nonmember

EFFECTIVE MEDIA RELATIONS A Practical Guide for Communicators

By Wilma Mathews, ABC



Develop a complete media relations program with this essential tool for practitioners of all levels. Includes practical tips and case studies.

Find out how to:

- Develop positive, long-lasting relationships with reporters
- Conduct an effective news conference
- Create press releases that get results
- Measure the effectiveness of your program

140 page manual

U.S. \$150 IABC member, \$185 nonmember

WRITING FOR THE WIRED WORLD The Communicator's Guide to Effective Online Content

By Shel Holtz, ABC

Based on the popular workshop series of the same name, "Writing for the Wired World" is the ultimate tool for creating dynamic messages online.



You'll learn:

- Site design as an element of the writing process
- Essential elements for every web document
- How to integrate your web site with other media
- Techniques for improving site navigation

213 page manual

U.S. \$150 IABC member, \$185 nonmember

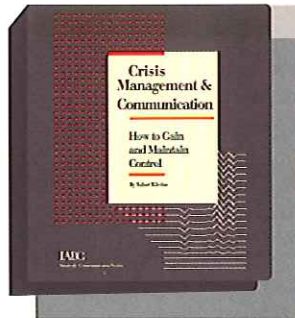
IABC
International
Association of Business
Communicators

TO ORDER, CALL (800) 776-4222 or (415) 544-4700,

use order form on reverse or e-mail: service_centre@iabc.com

For more details on these and other IABC resources, visit our web site at www.iabc.com/products

ESSENTIAL RESOURCE



By Robert B. Irvine and
Dan P. Millar, Ph.D.

CRISIS MANAGEMENT AND COMMUNICATION How to Gain and Maintain Control

The definitive guide to managing communication during a crisis. Includes proven strategies plus sample policies, guidelines, and reports. You'll learn:

- How to get management's attention when there's a smoldering crisis
- How to respond to negative media coverage
- Techniques for managing communication at the crisis site

264 page manual
U.S. \$150 IABC member, \$185 nonmember

"Crisis Management and Communication" was extremely valuable to me in developing my organization's crisis plan. I highly recommend it!

Amy J. Miller, Alexandria, Virginia, USA

Get a free copy of the
**Watson Wyatt/IABC
1999 Communications
Study** with your order
while supplies last!

Order Form		Title	Unit Price		Quantity	Total
			Member	Nonmember		
Name _____	Date _____	Customer Service in Communication	\$150	\$185		\$
Title _____		Issues Management	\$150	\$185		\$
Organization _____		Effective Media Relations	\$150	\$185		\$
Address _____		Writing for the Wired World	\$150	\$185		\$
City _____ State/Province _____		Crisis Management and Communication	\$150	\$185		\$
Zip/Postal Code _____ Country _____						
Telephone () _____ Fax () _____						
Email _____						
<input type="checkbox"/> IABC Member No. _____ <input type="checkbox"/> Nonmember					Sub Total	\$
<input type="checkbox"/> Check in U.S. Dollars enclosed (made payable to IABC)					California residents add 8.5% sales tax	\$
<input type="checkbox"/> Credit card: <input type="checkbox"/> American Express <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa					Shipping & handling – see chart below	\$
Card No. _____ Exp. Date _____					TOTAL	\$
Signature _____						

Ordering Information

- All figures in U.S. dollars.
- U.S. \$10 charge for all returned checks.
- Materials shipped within 48 hours.
- For more information, call: (800) 776-4222 or (415) 544-4700, Fax: (415) 544-4747 or e-mail: service_centre@iabc.com.
- South Africa, South America, Slovenia, Alaska, Hawaii and Puerto Rico locations contact IABC for special shipping prices.

Shipping & Handling

# of Items	Continental United States*		Canada		Other Locations*
	UPS (2-8 working days)	Courier Next afternoon most destinations	UPS (7-10 working days)	Courier (2-3 working days)	Courier (2-5 working days)
1	\$10.20	\$22.04	\$15.63	\$35.88	\$45.06
2-3	\$12.18	\$27.77	\$18.58	\$45.12	\$59.56
4-5	\$14.86	\$33.42	\$22.29	\$53.00	\$71.25
6-7	\$17.30	\$39.21	\$25.63	\$58.15	\$77.31

For fastest delivery, fax this form to (415) 544-4747

Please return this form to IABC, One Hallidie Plaza, Suite 600 San Francisco, CA 94102, USA.

No order will be sent without shipping and handling charges.

PREPAYMENT
REQUIRED

7/99