

Free e-book download: Demonstrating the Value of Communication - Part III

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The International Association for the Measurement and Evaluation of Communication (AMEC) hosts "Measurement Month" during November. This annual initiative, which sees many events across the globe, aims to educate communication and public relations practitioners about the latest best-practices in measuring the effectiveness of their communication and PR campaigns.

As part of Measurement Month in 2019 AMEC compiled a free downloadable e-book "*Demonstrating the Value of Communication – Part III*", which is themed "*Evolving Communication Measurement*". It contains thoughts and contributions from the top PR Measurement experts from across the world.

This year, for the second year in a row, Ornico's head of operations, Francois Van Dyk is among the world's top 12 contributors on the e-book. His article on page 27, titled "*Six measurement lessons from the Master Jedi, Yoda*" goes through measurement lessons and insights that brands and communicators can use. Measurement Master Jedi, Van Dyk, shares some free tools, research and findings will be useful for the measurement of brand PR and communication.

You too can Yoda your way to better and masterful PR and Communication measurement.

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