

The Evolving PR & Marketing Partnership



Learn how **PR** can improve its position through tech adoption, data analysis and ROI measurement—all by working in unison with marketing teams.

Created in partnership with PRWeek, *The Evolving PR and Marketing Partnership: Benefits of Self-Reflection* challenged PR pros in the U.S. and Europe to compare themselves to their marketing counterparts by taking an honest look in the mirror.

In this e-book, you'll learn:

- Where the PR/marketing partnership stands now
- What PR can learn and adopt from marketing
- Which metrics matter, including those with which PR has long struggled

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