



PR 2.0 in a Web 2.0 World: What Is Public Relations 2.0?

Brian Solis, Deirdre Breakenridge

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This Element is an excerpt from *Putting the Public Back in Public Relations: How Social Media Is Reinventing the Aging Business of PR* by Brian Solis and Deirdre Breakenridge, available in print and digital formats.

Discover the new public relations for the Web 2.0 era - and what it means to you, the PR professional or client. Web 2.0 introduced the new read/write Web paradigm, where hosts and participants contribute to a more collaborative Web experience. It's not the tools that make Web 2.0 or New PR what it is today; it's the many people who collaborate and share information every day in communities, demonstrating how the latest Web tools can facilitate conversations and foster relationships.

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