

Public Relations For Dummies



Public Relations For Dummies

To get people talking about you, your company, or your product, you need to develop a good public relations (PR) plan. Applying some PR fundamentals, knowing how to deal with the media, getting your press release to stand out and your blog noticed are all key steps in your public relations campaign.

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Public Relations For Dummies [Eric Yaverbaum, Ilise Benun, Richard Kirshenbaum, Robert W. Bly] on Amazon.com. *FREE* shipping on qualifying offers. Proven techniques that maximize media exposure for your business A seasoned PR pro shows you how to get people talking When it comes to public relations

Public Relations For Dummies Paperback - amazon.com

The book I read to research this post was Public Relations For Dummies by Eric Yaverbaum which is a very good book which I bought from kindle. Katherine Hepburn once said she doesn't mind what the newspapers say about her as long as it's true. A lot of Public Relations is about being true and sincere.

Public Relations for Dummies by Eric Yaverbaum - Goodreads

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moving to Lime Public Relations and Promotions, where he currently serves as a Managing Partner and Director of Client Services. He has more than 25 years of experience in the practice of public

relations and has earned a reputation for his unique expertise in strategic media relations, crisis communications, and media training.

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Public Relations For Dummies, 2nd Edition. By Eric Yaverbaum, Robert W. Bly, Ilise Benun, Richard Kirshenbaum . When you're putting together a PR Plan, before you get too broad, you have to be specific. There are some really important things to establish to make sure you're dealing with reality. First is the budget.

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