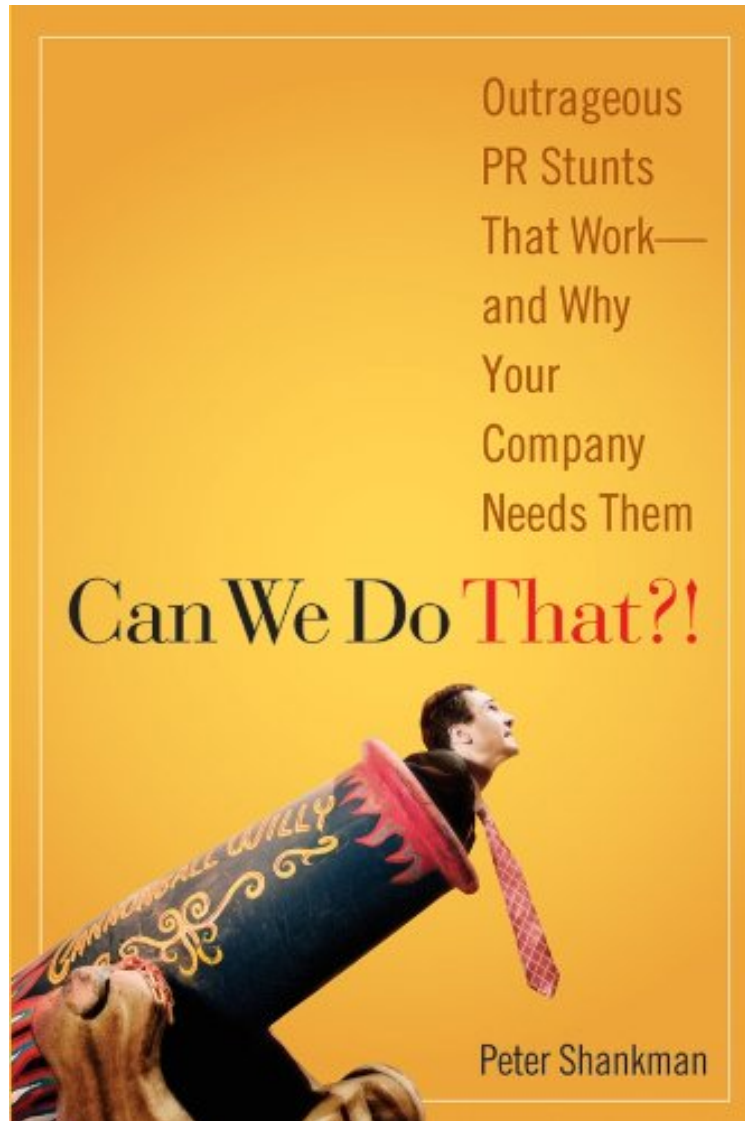


(Ebook pdf) Can We Do That?!: Outrageous PR Stunts That Work -- And Why Your Company Needs Them

Can We Do That?!: Outrageous PR Stunts That Work -- And Why Your Company Needs Them

Peter Shankman

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Peter Shankman : Can We Do That?!: Outrageous PR Stunts That Work -- And Why Your Company Needs Them before purchasing it in order to gage whether or not it would be worth my time, and all praised Can We Do That?!: Outrageous PR Stunts That Work -- And Why Your Company Needs Them:

14 of 15 people found the following review helpful. When Ego Gets in the Way...By rchIf the book was as good as its premise (and title) we'd have already made this one a modern business classic. Unfortunately, rather than a discussion on the merits of event and stunt based PR, Shankman wrote an homage to himself. In other words, it's not so much

"Can We Do That?" as it is "I Did That!" and the result is not nearly as educational or instructive. Each of the publicity stunts Shankman writes about were performed by himself and majority came at the height of the tech bubble. One is about a party he threw for himself, another an event he did to promote his own agency (instead of a client). The remaining few are clever and innovative. They are just less impressive laid next to the author's shameless narcissism. He does, however, do an good job showing how just a little momentum can turn itself into a media frenzy that provides an ROI far better than traditional advertising or press releases ever can. Those positives feel much more like missed opportunities than redeeming qualities. Unless you're a beginner or a personal friend of Peter, this book can probably be skipped. 0 of 0 people found the following review helpful. Two Thumbs Up By Ian Stanley Some great concepts in here to get you thinking outside of the box. Peter is really great at what he does, and this book allowed me to think creatively in a lot of ways on how to grab the attention of the masses! 0 of 0 people found the following review helpful. This is the PR Event bible! By David J Dunworth Peter has been what he is now, way back when. I love the creativity his mind exudes upon his clientele. We should all be that good. I learned a great deal from his clear and candid explanations of wacky stunts.

This fun and friendly book looks at real-life PR stunts that will blow your mind and inspire you to develop innovative and creative ways to get your company noticed. PR guru Peter Shankman chronicles the most ridiculous, outrageous, and possibly crazy PR stunts of all time and explains why some work and others don't. This is a funny, insightful guide to winning the PR game.

From the Back Cover What would you do to get your business noticed? Every day consumers are bombarded with advertising and public relations messages. With so many companies competing for limited consumer dollars, how can you get your company's message out? Sometimes, a successful PR stunt is just what the doctor ordered! Can We Do That?! looks at real-life PR stunts that will blow your mind and inspire you to think nontraditionally and find new and creative ways to get your company noticed. PR Guru Peter Shankman chronicles some of the most ridiculous, outrageous, and possibly crazy PR stunts of all time. Wading through the silliness to get to the root of why some stunts work and some don't, Shankman offers a funny and insightful look at what it takes to win the game of PR. You'll learn how and why: A stolen Yoo-Hoo truck became a promotional and media relations coup RegisterFree.com's "Free Hour" promotion was so successful it virtually shut down Internet access on the East Coast for nine hours More than 100 CEOs, dot.com workers, and media figures jumped out of a plane in the name of brand visibility A small yarn shop in upstate New York caught on with hip city dwellers interested in eating their sweaters And more outrageous ideas! Shankman looks at these and many more case studies and provides the historical background and follow-up needed to fully gauge their success. But most important, Can We Do That?! shows you how to develop effective PR campaigns on your own. Getting noticed is no easy task, especially for small businesses. This handy guide to guerrilla PR explores the tactics and stunts that work and shows you how to apply them to your own business without busting your budget. About the Author Peter Shankman is the CEO of The Geek Factory, Inc., a marketing and PR strategy firm, whose clients have included Snapple Beverage Group, Napster, and the Discovery Channel. He is also CEO of AirTroductions, the Internet's first in-flight dating and networking service. He lives in New York and frequently speaks at trade shows and conferences on PR, marketing, and creativity.