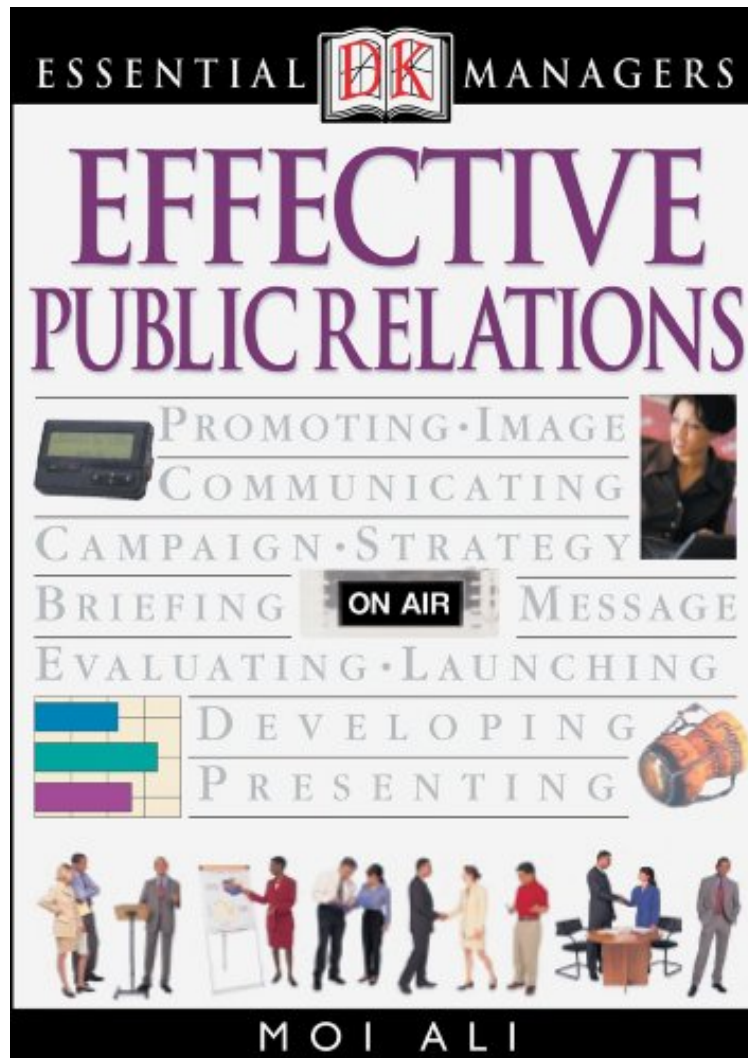


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(only 72 pages), it covers all the basics for (1) getting your business known by potential clients and customers, (2) enhancing your business' reputation, and (3) helping with damage control when your business faces a crisis or problem. The print inside the book is small, so there is lots covered on each page. The book includes four chapters: 1. Understanding Public Relations 2. Developing PR Skills 3. Working with the Media 4. Producing Publicity. The chapters and pages are highly formatted in order to pack a lot of information into the book. There are many pictures and diagrams in the book so it is not a boring treatise on the basics of PR. If you are looking for a publication on PR that you plan to read in an afternoon laying in bed under an electric blanket while snow falls outdoors, then this book is probably not for you. However, if you are responsible for the PR aspect of your business' marketing program and you are in the process of putting together a written PR plan and implementing that plan, then definitely get this book. 5 stars!

Learn all you need to know about how to generate and manage publicity--from recognizing public relations opportunities to creating and sustaining media coverage. Effective PR shows you not only how to identify and target your audience, but also provides practical techniques for presenting information, whether writing news releases or organizing press conferences and product launches. Power tips help you to deal with real-life situations and handle all types of media with confidence. The Essential Manager have sold more than 1.9 million copies worldwide! Experienced and novice managers alike can benefit from these compact guides that slip easily into a briefcase or a portfolio. The topics are relevant to every work environment, from large corporations to small businesses. Concise treatments of dozens of business techniques, skills, methods, and problems are presented with hundreds of photos, charts, and diagrams. It is the most exciting and accessible approach to business and self-improvement available.

It hits all the bases... () From the Back Cover Practical techniques show you how to develop effective public relations skills and implement publicity campaigns. Clear text and illustrations cover every aspect of creating and monitoring media coverage. Simple checklists enable you to be fully prepared for presentations, events, and handling crises. Accessible flow charts and diagrams explore different options for creating the right image and provide useful examples. About the Author: Moi Ali runs her own public relations and marketing company, specializing in clients with limited budgets -- in particular small businesses and charities. She is a regular contributor to marketing and PR journals and is the author of a number of books, including Practical Marketing and PR for the Small Business, and The DIY Guide to Marketing for Charities. Moi Ali runs her own public relations and marketing company, specializing in working with small businesses and charities. She writes a monthly feature on marketing and PR issues for Voluntary Voice and has published a number of books, including Practical Marketing and PR for the Small Business, and The DIY Guide to Marketing for Charities.