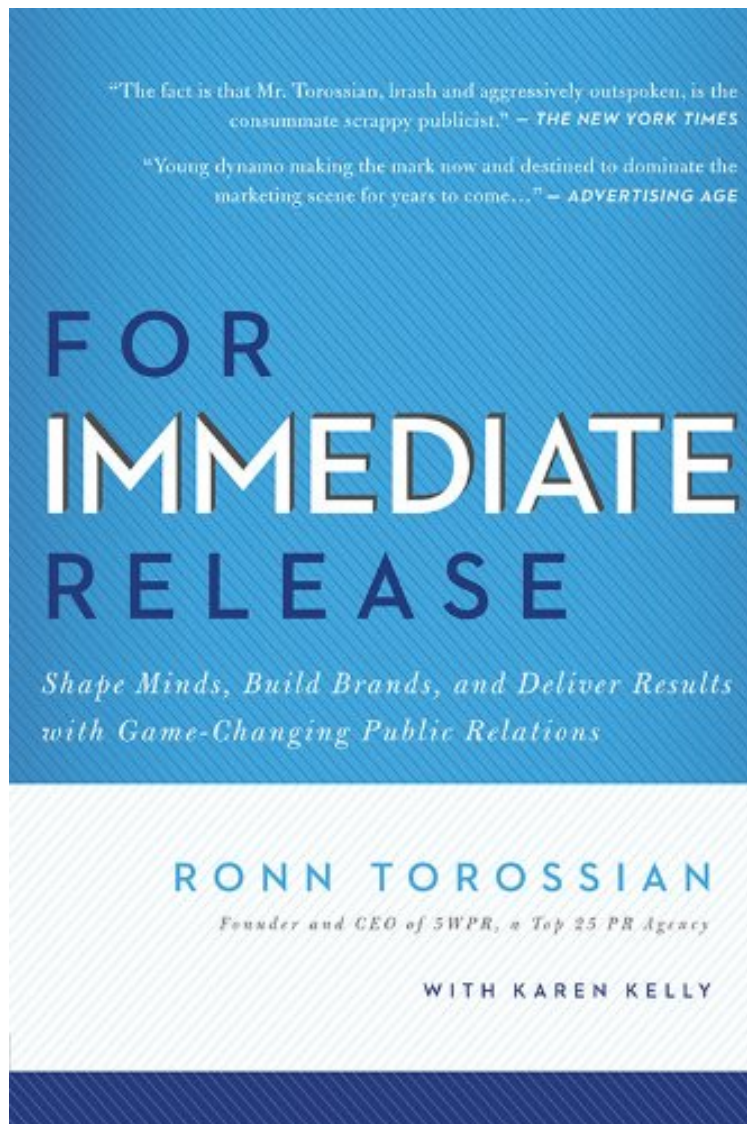


[Mobile pdf] For Immediate Release: Shape Minds, Build Brands, and Deliver Results with Game-Changing Public Relations

# For Immediate Release: Shape Minds, Build Brands, and Deliver Results with Game-Changing Public Relations

Ronn Torossian

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**Ronn Torossian : For Immediate Release: Shape Minds, Build Brands, and Deliver Results with Game-Changing Public Relations** before purchasing it in order to gage whether or not it would be worth my time, and all praised For Immediate Release: Shape Minds, Build Brands, and Deliver Results with Game-Changing Public Relations:

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It is essential that businesses know how to communicate quickly, often preemptively, and effectively to survive; and at a cost that is far lower than comparable marketing and ad campaigns. The first book by the owner of a top 50 PR agency, For Immediate Release, Ronn Torossian reveals how public relations can do just that; while also defining brands; helping companies and individuals court the press or avoid it; growing business without alienating loyal customers; resolving crises quickly; and improving first page results on the most powerful search engine in the world (Google). For Immediate Release will show you how to: Frame the debate and control the conversation Use new and old media in tandem to find your audiences and create highly personal, relevant impressions tailored for them Promote the interests of your brand or business; deter or potentially stop what is not in your interest Build on great press, and avoid or minimize bad press Ensure the first thing people see about your business or brand during an Internet search is exactly what you want them to see Handle a crisis in the most effective and efficient manner See the positive difference effective PR makes through compelling case studies; Louis Vuitton, Fubu, BP, Toyota, Philip Stein, Zappos, and interviews with experts including Dr. Keith Ablow, political strategists Frank Luntz, Roger Stone and Hank Sheinkopf, and many others; and your own business.

"Torossian's insights into the PR business were enormously helpful to me as an entrepreneur. With Ronn's help we grew a start up into the #1 spot on the Inc. 500 list of fastest growing companies in the US, and was able to take it public with greater than a billion dollar market cap. Ronn continues to help me today as a principal in the private equity business. For Immediate Release should be required reading for anyone in business, large or small."--David A. Steinberg, founder and CEO, CAIVIS Acquisition Corp "Torossian's For Immediate Release is a fearless, bold, clear, honest, and practical look at how PR shapes minds, ideas, and businesses. It is required reading for any business or brand interested in making an impact in today's 24/7 media world."--The Shark Daymond John, founder, president, and CEO of FUBU "Ronn Torossian is a master of his craft and understands the fine art of PR and marketing. He lifts the curtain on the intertwined worlds of PR and media, leaving little doubt how important communication is for brands. For Immediate Release is a must read for anyone who wants to clutterbust a market, rapidly build a brand, and take it to the next level."--Ron Vigdor, Founder, BornFreereg; "For too long, the PR game has been under the control of a handful of old-club-boys until Torossian came on the scene and was able to accomplish as much, if not more than all of them. For Immediate Release is an insider's guide to how New York media works, but more importantly, how to work it, from someone who has had firsthand experience in doing so. Forget theory, this book takes you behind the scenes with real concrete examples of the new rules of social media and working with the power brokers that can build or destroy a brand."--Amir Korangy, Publisher of The Real Deal magazine "My friend Ronn Torossian has written a great book. He speaks from firsthand experience as one of the most gifted PR professionals in the world. For Immediate Release is a must-read book."--Jay Sekulow, Chief Counsel for the American Center for Law and Justice (ACLJ), and named one of the "25 Most Influential Evangelicals" in America by Time magazine "Knowing Ronn Torossian for many years, I find him to be a man of his word and someone to ride the river with; because he is 100% dependable! His book, For Immediate Release explores the balance between media and public relations, and it is an invaluable guide for anyone wanting to better understand PR. His stories are real war stories; stories and can't be taught in a classroom they were enjoyable to read and I loved the book."--Doyle Brunson, The Legend of Poker, legendary ten-time World Series of Poker Champion "I enjoyed reading this book so much. The foundation of so many of Ronn's game-changing observations and direction is something we all get: LOGIC. One only needs to read, evaluate, and conclude, 'I couldn't have thought of that...' or 'That makes sense!'"--Paul Carlucci, publisher, New York Post "Ronn Torossian has always had a brilliant ability to present complicated, sophisticated ideas with clarity and simplicity. For Immediate Release is no exception. In it, Ronn demonstrates his unique talent for understanding the issues, deciphering and filtering them, and then presenting them to the public in just the right way. This book takes the reader into Ronn's world, and gives a glimpse of his passion, brilliance, and rare aptitude for communicating well."--Rabbi Avi Weiss, National President, Coalition for Jewish Concerns Named 2010 2011 to Newsweek list of most influential American Rabbis