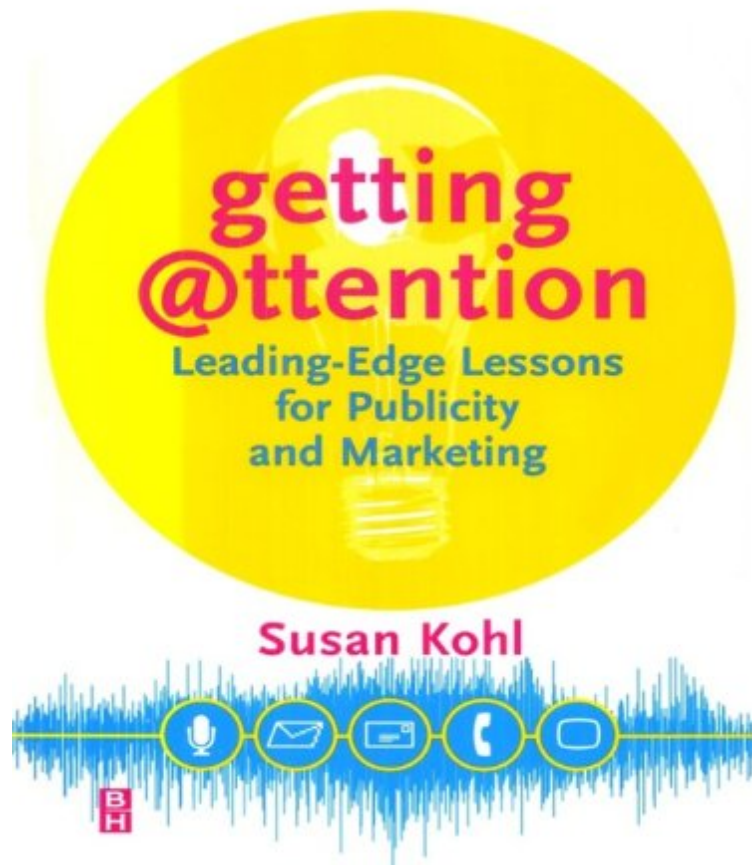


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Getting Attention

Susan Y Kohl

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Susan Y Kohl : Getting Attention before purchasing it in order to gage whether or not it would be worth my time, and all praised Getting Attention:

13 of 15 people found the following review helpful. Great Session at the Bostoon PRSA Tech ConferenceBy A CustomerI first met Susan Kohl at the session on new technology approaches to the traditional media at the Boston PRSA conference. I picked up her new book at the conference.On the pane home I got a chance to read the first few chapters and some of the case studies. Love the case studies and "real life examples" for success in "Getting Attention"."Getting Attention" should be required reading for any Marketing , Advertising or Public Relations professional. "Getting Attention" is a practal guide for anyone who wants to have a positive affect on the public awareness and publicity for their organization, wether it be community or business based.5 of 5 people found the following review helpful. Marketing Made EasyBy A CustomerI can't help but think this should be required reading for the thousands of PR workers who issue press releases everyday that the media ignores. Kohl's easy-to-read guide

takes an everyman approach to marketing. The case studies are compelling and interesting. The author understands what many expensive PR firms seem to have forgotten, that getting publicity can be fun and cheap if you approach it the right way. Here in the Silicon Valley, companies spend obscene amounts of money on press kits. They'd be better off investing a few bucks in Kohl's book to learn what works and what's a waste a time when it comes to getting attention. 0 of 0 people found the following review helpful. Fire your agency and hire this book! By Donna Lane Read the article in The Industry Standard on what's wrong with the modern day e-mail Spam PR approach which recommended "Getting @ttention". While the article by James Fallows was brutally honest it was right on the mark. Getting attention is a modern day master piece on how to return to the PR basics full of tried and true information which are brought back to life with a freshness that the Internet has always promised. By page 7 "Reality Check" I knew it was one of those books which had already paid for itself and was on the way to having the potential to change the approach my companies PR program had been taking, dumping thousands of dollars into unproductive campaigns. The key message of this gem of a book is that you can get more return from a well thought out approach to publicity and Marketing than PR Agencies on retainer any day. Besides the case studies my favorite part was the last chapter which is on "Free stuff and other resources". The reference section alone was more than our agency has provided us in good information in the last month. I agree with Mr. Fallows of the Industry Standard "Fire your PR people" and "hire" this book!

Getting Attention: Leading-Edge Lessons for Publicity and Marketing is a savvy and innovative guide to getting your message heard in today's dynamic and noisy markets. It's an insider's look at what works and what doesn't in the fast-paced, high-tech world of communications. You'll learn to leverage a spectrum of new and often free technologies, not only the Internet, to distinguish your product or service and reach customers and influencers. Getting Attention reveals how to tailor a message for a specific or multiple media so that it has the best chance of reaching and informing your target market. And most importantly, the book features countless guerrilla tactics for achieving the publicity and marketing results you need without spending a lot of money. You'll learn how to blend innovative and traditional promotional techniques and create programs that build customer relationships and bolster your bottom line. Gain the real-world success secrets from leading marketing visionaries from the non-profit, entertainment, government, and corporate high-tech fields. Whether you're a PTA volunteer, a manager at a start-up company, or the head of a Fortune 1,000 corporate communications department, Getting Attention can help you successfully position your product or service for success.

An informative guide to stimulate exciting, new marketing strategies. Arts Business Magazine - 9th April 2001 From the Publisher You'll learn how to blend innovative and traditional promotional techniques and create programs that build customer relationships and bolster your bottom line. Gain the real-world success secrets from leading marketing visionaries from the non-profit, entertainment, government, and corporate high-tech fields. Whether you're a PTA volunteer, a manager at a start-up company, or the head of a Fortune 1,000 corporate communications department, Getting Attention can help you successfully position your product or service for success. About the Author APR, is an award-winning high-tech public relations and marketing veteran and the co-founder of Sierra Communications, a Silicon Valley public relations firm.