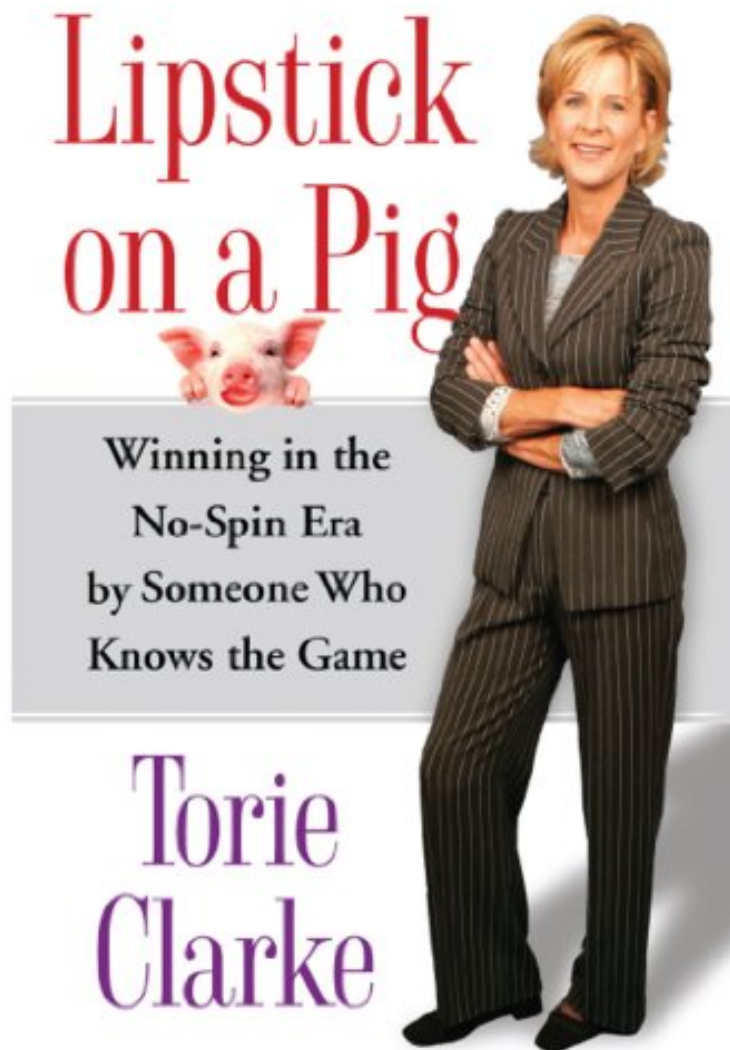


[Get free] Lipstick on a Pig: Winning In the No-Spin Era by Someone Who Knows the Game

Lipstick on a Pig: Winning In the No-Spin Era by Someone Who Knows the Game

Torie Clarke

*ePub | *DOC | audiobook | ebooks | Download PDF*



[Download](#)

[Read Online](#)

#1847549 in eBooks 2006-02-06 2006-02-06 File Name: B000FCKRRY | File size: 26.Mb

Torie Clarke : Lipstick on a Pig: Winning In the No-Spin Era by Someone Who Knows the Game before purchasing it in order to gage whether or not it would be worth my time, and all praised Lipstick on a Pig: Winning In the No-Spin Era by Someone Who Knows the Game:

0 of 0 people found the following review helpful. Enjoyed this book very muchBy David C FolsomThe experiences discussed have broad applications in the professional arena. Enjoyed this book very much. It was used as course text at the FBI Academy8 of 11 people found the following review helpful. At last, someone who knows what works!By

James T. Currie read the other reviews of this book, and I must admit to being confused by the negativity in some of them. This is a really terrific book: honest, helpful, insightful. Torie Clarke has worked in some of the most difficult public affairs positions in this country--cable industry, Sen. John McCain, Donald Rumsfeld's Pentagon--and she has learned her lessons well. What she says may not be totally original thoughts on how to represent your organization, but she has presented her observations lucidly and in entertaining style. Her advice to confront the bad news immediately is not often done here in Washington. We see every day politicians of every stripe who think it will just go away if they ignore it. Senator Trent Lott and his pronouncements on Strom Thurmond come immediately to mind, but there are many others. I was struck by Ms. Clarke's many tales of those who had owned up to their faux pas and the many others who did not. As a former public affairs officer myself, I can only echo Ms. Clarke's advice to get the principals out front and let them be the face of the organization. No one much wants to hear a flack speak for a group in a time of crisis. CEOs and generals and secretaries of cabinet agencies who hide behind their public affairs officers are never going to be as effective as those who don't, and Ms. Clarke has given plenty of reason for those high-ranking individuals to step forward and take the heat--just as they take the salary and prestige that goes with their position. This book is not big on theory; it is a very useful summary and guide for the practitioner. 8 of 11 people found the following review helpful. Book Is All Over The Trough! By ink penner Is this a "how to" book on corporate communications? Is it a tell-all book on government PR strategies and heartless spin? When halfway through, I still couldn't figure out what Clarke was getting at. From pages and pages of lite references to Starbucks and Saving Private Ryan...from bin Laden to the Bishops' Conference...from the Pentagon to Prime Cable, she's all over the board in a listless (almost boring) effort about media, government, corporate people and corporate places, all of which she apparently had some kind of hand in image-shaping. -But it's less a step-by-step primer on "spinless" ways to embrace the public's good graces than a strangely woven tour of her own career successes. If the reader wants an extended resume about how one former government media-meister "made it," this cute (but surface) read's an excellent work. If, instead, the goal is finding riveting insight on slippery PR, tough opinion on the media, out-spoken analysis of crooked business and of failing government...plus solutions to the accompanying problems (something other than the continuous drone about her own vague public relations strategy of "transparency." "transparency," "transparency."), forget about it. I certainly tried to "get into" the beat of the book; but I could not, constantly expecting to find the book's real substance as the pages turned. One star, but that's generous. -For effort.

Torie Clarke, renowned and respected in political and business circles as one of the nation's most gifted communicators, offers a complete guide to the new age of transparency. Clarke's message is refreshing and straightforward: No more spin. Always a dubious proposition, spin has become increasingly vulnerable as information sources have proliferated; spin is simply no longer viable. Or put another way, "You can put lipstick on a pig, but it's still a pig." Distilling her twenty-five years of experience and wisdom into eight concise rules, Clarke counsels that politicians and executives need to tell the truth early, often, and in plain language. Clarke's experience is incomparable: She was the Pentagon's communications chief during the early years of George W. Bush's presidency and, prior to that, a high-ranking adviser to the first President Bush and to Senator John McCain. She illustrates her lessons with riveting behind-the-scenes accounts of some of our country's crucial moments over the last two decades -- for instance, as Assistant Secretary of Defense for Public Affairs under Defense Secretary Donald Rumsfeld, she was at the Pentagon on September 11, 2001, and she recounts her experience that day as Rumsfeld's office strove to inform, instruct, and reassure the public. Clarke shows that a policy of transparency not only protects you, but that you even stand to gain from it -- because once you figure out that you can't put lipstick on a pig, you've actually learned something far more powerful: not to create a pig in the first place. Her lessons for getting your message out include: Tell your own story -- especially if it's bad news -- on your own terms, before someone else tells it on theirs. It will allow you to survive controversy and will also enhance your reputation. It's about one thing. Be ready and able to explain yourself to the proverbial man on the street in a clear, simple sentence or two. Admit your mistakes, because the truth will out. Entertaining, approachable, and full of crucial insight and practical guidance, *Lipstick on a Pig* will be indispensable for business leaders, public figures, and anyone working in media relations. With humor and savvy, Clarke's vision offers truly new opportunities for communications in the Information Age.

From Publishers Weekly A former Pentagon communications chief (2001-2003) tells how to deliver bad news, defuse scandal and build trusting relations with constituents and customers. While Clarke's book seems aimed at public officials and executives, her first piece of advice could serve just about anyone: "Deliver bad news yourself, and when you screw up, say somdash;fast!" If you don't, Clarke observes, aggressive reporters, resentful employees or the Internet will out you soon enough, and then you'll have to endure the pain of hearing others describe, and capitalize on, your mistake. The book's other suggestions are similarly worthy and familiar (know your audience, take chances, think outside the box). But the book's most interesting sections, in which Clarke describes her recent work for the Pentagon, are more memoir than how-to. She details, for example, the reasoning behind the department's decision to embed journalists during the Iraq invasion and the mechanics of putting that decision into action. The memoir/advice

combination can get awkward at times; certainly, the volume would have been more compelling as a straight political book; and the connection between real life and the take-away lesson is sometimes loose. But overall Clarke has produced a solidly useful book. (Feb. 6) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. From Booklist Clarke is a former communications director with the Pentagon in the early years of the Bush administration and a former advisor to Senator John McCain. From her years of experience, she offers broad principles on effective communication--most notably, that honesty is better than spin--and illustrates her advice with stories of how the powerful have suffered for their hubris. She begins each chapter with sound recommendations (e.g., admit to errors as soon as possible) and then offers a behind-the-scenes look at several instances where the powerful have either handled news events well or bungled them, from the decision to invade Iraq to the savings-and-loan scandal. The advice is useful for businesspeople and public figures, but readers interested in the intersection of public relations and public policy will also enjoy this book. Vanessa Bush Copyright copy; American Library Association. All rights reserved "If she were a bumper sticker, Torie would read 'BEEN THERE/FIXED THAT.' In her timely and seminal work, she shares countless examples of strategies and tactics she successfully engineered in crises big and small, from the policy/political arena to the corporate boardroom to her own kitchen full of kids. Especially relevant for our post-flack transformative information age, she compellingly promotes the key communication tool for fixing a crisis as the very one that would prevent it in the first place: transparency. Torie's extensive and unique experiences, not to mention her exceedingly amusing voice, make *Lipstick on a Pig* a must read for anyone with anything they want someone beside themselves to understand." -- Bestselling authors Mary Matalin and James Carville