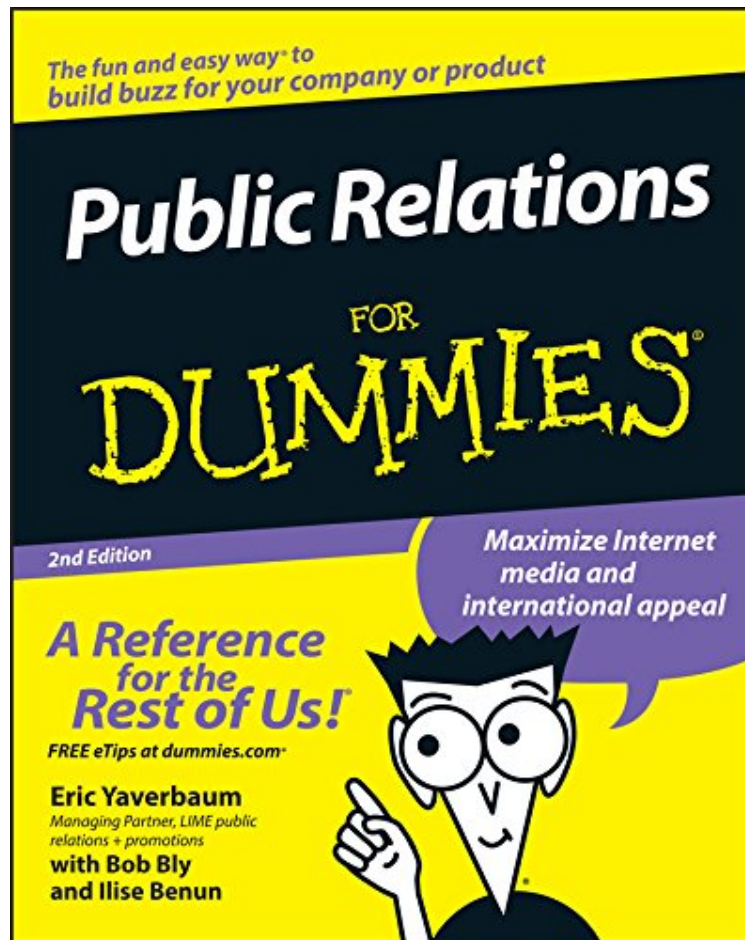


Public Relations For Dummies

Eric Yaverbaum, Ilise Benun

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Eric Yaverbaum, Ilise Benun : Public Relations For Dummies before purchasing it in order to gage whether or not it would be worth my time, and all praised Public Relations For Dummies:

0 of 0 people found the following review helpful. Good Book - Worth the \$\$By Guru789Great book with a lot of info packed in there. Definitely worth the money. The only reason I am giving it 4 stars instead of 5 is that I wish it was updated. It's already several years old and things change quickly in this industry!0 of 0 people found the following review helpful. Worth reading more than once, packed with a broad understanding but also immediately applicable information for any activityBy MartyWell written and simple to follow. Worth reading more than once, as the author gets you thinking with how to apply the information to your situation, to your area of business or activity. When I finished, I felt I had / have a better understanding of Why PR and what one is trying to do with PR. It is simple enough that it is fairly easy to follow, yet broad enough to get one thinking with other possibilities of how can you use this in your field? The creative examples also get you thinking with the information. It is definitely the kind of book you would want to read more than once.Also, I would say the way it is laid out, it is easy to find the immediate chapters that apply to what you need to deal with right now, whether it's a PR flap or an immediate PR opportunity. It is nicely

tied in to marketing as well, and shows the relationship between the two and how they work together. 0 of 0 people found the following review helpful. Four Stars By Dennis Good read.

Proven techniques that maximize media exposure for your business A seasoned PR pro shows you how to get people talking When it comes to public relations, nothing beats good word of mouth. Want to get customers talking? This friendly guide combines the best practical tools with insight and flair to provide guidance on every aspect of PR, so you can launch a full-throttle campaign that'll generate buzz -- and build your bottom line. Discover how to * Map a winning PR strategy * Grab attention with press releases, interviews, and events * Cultivate good media relations * Get print, TV, radio, and Internet coverage * Manage a PR crisis

"hellip;the ideas herein will make your creative mind fly for sure!" (TamsPalm Blog, September 2006)From the Back CoverProven techniques that maximize media exposure for your businessA seasoned PR pro shows you how to get people talkingWhen it comes to public relations, nothing beats good word of mouth. Want to get customers talking? This friendly guide combines the best practical tools with insight and flair to provide guidance on every aspect of PR, so you can launch a full-throttle campaign that'll generate buzz mdash; and build your bottom line.Discover how toMap a winning PR strategyGrab attention with press releases, interviews, and eventsCultivate good media relationsGet print, TV, radio, and Internet coverageManage a PR crisisAbout the AuthorEric Yaverbaum: Eric Yaverbaum co-founded Jericho Communications, a New York Cityndash;based PR firm, and served as its president for 21 years before moving to Lime Public Relations and Promotions, where he currently serves as a Managing Partner and Director of Client Services. He has more than 25 years of experience in the practice of public relations and has earned a reputation for his unique expertise in strategic media relations, crisis communications, and media training. Eric has amassed extensive experience in counseling a wide range of clients in corporate, consumer, retail, technology, and professional-services markets and in building brands such as Sony, IKEA, Dominorsquo;s Pizza, TCBY, Progressive Insurance, and American Express, among many others.Eric has acted as corporate spokesperson on behalf of dozens of clients, including Dominorsquo;s Pizza, Hain-Celestial Food Group, Prince Tennis Rackets, and Camp Beverly Hills Clothing. He is a regular on the lecture circuit, speaking to professional organizations across the country on the art of public relations. He has been a guest on many national and regional television and radio programs and networks, including all of the network morning shows, FOX Friends, and Larry King Live, to name a few.Eric has written many articles for trade journals and daily newspapers on various topics in public relations and co-authored the best-selling book Irsquo;ll Get Back to You (McGraw-Hill) and Leadership Secrets of the Worldrsquo;s Most Successful CEOs (Dearborn). A graduate of The American University, Eric is an active member of the highly selective Young Presidentsrsquo;s Organization, where he served as Chapter Chairman from 2000 to 2003 and founded the Ildquo;Walk a Mile in My Shoesrdquo; initiative that lobbied the U.S. House of Representatives and U.S. Senate to pass the bill calling for increased funding for stem cell research.Robert Bly: Bob Bly is an independent copywriter specializing in traditional and Internet direct marketing. He has written lead generating sales letters, direct-mail packages, ads, scripts, Web sites, Internet direct mail, and PR materials for more than 100 clients, including IBM, ATT, The BOC Group, EBI Medical Systems, Associated Air Freight, CoreStates Financial Corp., PSEG, Alloy Technology, MT Chemicals, ITT, Phillips Publishing, Nortel Networks, Fala Direct Marketing, Citrix Systems, and Grumman Corp.Bob is the author of more than 45 books, including The Copywritersrsquo;s Handbook (Henry Holt), Selling Your Services (Henry Holt), Business-to-Business Direct Marketing (NTC), The Advertising Managersrsquo;s Handbook (Prentice Hall), and Internet Direct Mail: The Complete Guide to Successful E-mail Marketing Campaigns (NTC). His articles have appeared in Direct, Business Marketing, Computer Decisions, Chemical Engineering, Direct Marketing, Writersrsquo;s Digest, Amtrak Express, DM News, Cosmopolitan, New Jersey Monthly, City Paper, and many other publications. A winner of the Direct Marketing Associationrsquo;s Gold Echo Award, Bob has presented seminars on direct marketing and related business topics to numerous organizations, including IBM, Foxboro Company, Arco Chemical, Thoroughbred Software Leaders Conference, Cambridge Technology Partners, Haht Software, and Dow Chemical.Ilise Benun:nbsp;Ilise Benun is the founder of Marketing Mentor (www.marketing-mentor.com), as well as an author and national speaker. Her books include Stop Pushing Me Around: A Workplace Guide for the Timid, Shy and Less Assertive (Career Press), Self-Promotion Online and Designing Websites:// for Every Audience (HOW Design Books). Her work has also been featured in national magazines such as Inc., Nationsquo;s Business, Self, Essence, Crains New York Business, Dynamic Graphics, iQ (a Cisco Systems magazine), HOW Magazine, and Working Woman.Benun publishes a free e-mail newsletter called Quick Tips from Marketing Mentor, which is read by 7,000+ small-business owners and has been excerpted in many other e-mail newsletters, including Bob Blyrsquo;s Direct Response Letter and Early to Rise.