



Brilliant PR: Create a PR Sensation, Whatever Your Budget, Whatever Your Busi.

By Cathy; Bussey

Financial Times Prentice Hall, 2011. Taschenbuch. Condition: Neu. Unbenutzte Restauflage Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Written by the features editor of the leading UK weekly for PR professionals, PRWeekand featuring contributions from journalists, PR professionals and small business owners, this book shows you how to successfully use PR to promote yourself and your business. Covering every aspect of public relations, from identifying your compelling proposition, pitching a story and writing a press release, through to mastering social media and executing a good campaign, it is packed full of insider stories, sample press releases and examples of good PR, so you'll find out how to make a winning impact. 154 pp. Deutsch.



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