



PR Idea Book: 50 Proven Tools That Really Work (Paperback)

By Jeff Winke

Outskirts Press, United States, 2006. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Fresh out of ideas? Use the 50 field-tested tactics in this book to jump-start sales and strengthen your image. The PR Idea Book: 50 Proven Tools That Really Work is filled with inspirational ideas to transform your business-to-business public relations efforts from ho-hum to can't-miss. Public relations professional Jeff Winke has assembled this sourcebook of ideas, strategies and tactics forged through real-world use with businesses of all sizes - from start-up operations with spectacular better-mousetrap ideas to Fortune 100 mega-successes that use powerful PR strategies to stay one step ahead of aggressive competitors. Learn how easy it is to add oomph to your PR programs and generate the positive attention you need to guarantee the success of your business.



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