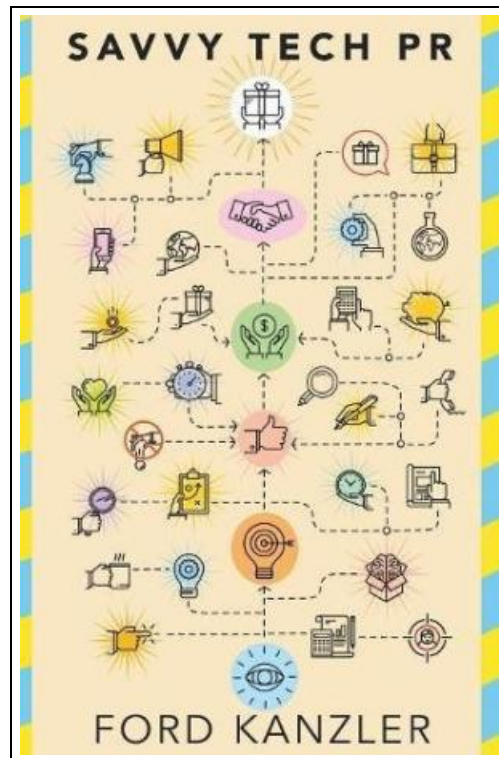


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Dog Ear Publishing, United States, 2017. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Savvy Tech PR by Ford Kanzler Ford has extensive public relations and marketing communications management experience on both the agency and corporate sides. He helps organizations launch new products and services, revitalize existing ones, reach new markets and overcome marketing challenges by enhancing awareness, credibility and preference. He has held senior management positions at leading Silicon Valley tech PR agencies including Miller-Shanwick and Global Fluency and as partner at Oak Ridge Public Relations. He started Marketing/PR Savvy, in business over 12 years, which focuses on strategic business communications development and rapid, effective tactical execution. He has managed PR within Altera, Atmel, IDT and NetManage. Throughout his long career he has represented a wide range of public and private tech companies of all sizes and stages of development such as Altera, Hitachi, Hyundai and Philips (semiconductors), Auspex Systems, Postini, Santa Cruz Operation (software enterprise computing), Conner Peripherals, HP, Maxstor, Océ, Silicon Graphics (computers peripherals) and literally dozens of other U.S. and international tech companies. He is a regular contributor on PR and business communications topics and published author of the 2011, Connecting the Mind and Voice of Business. -Public relations in any arena is often about story telling. (Hopefully its non-fiction!) So, many PR pros find themselves helping create a differentiated brand or product story. What s different can capture attention. Having published more Marketing and PR-related articles since my last book, I ve gathered those essays into Savvy Tech PR. The book helps marketing and PR pros in technology and other business sectors understand each other s work needs and ways of executing more effectively. I m certain applying some of these ideas will help your publicity and marketing communications...



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