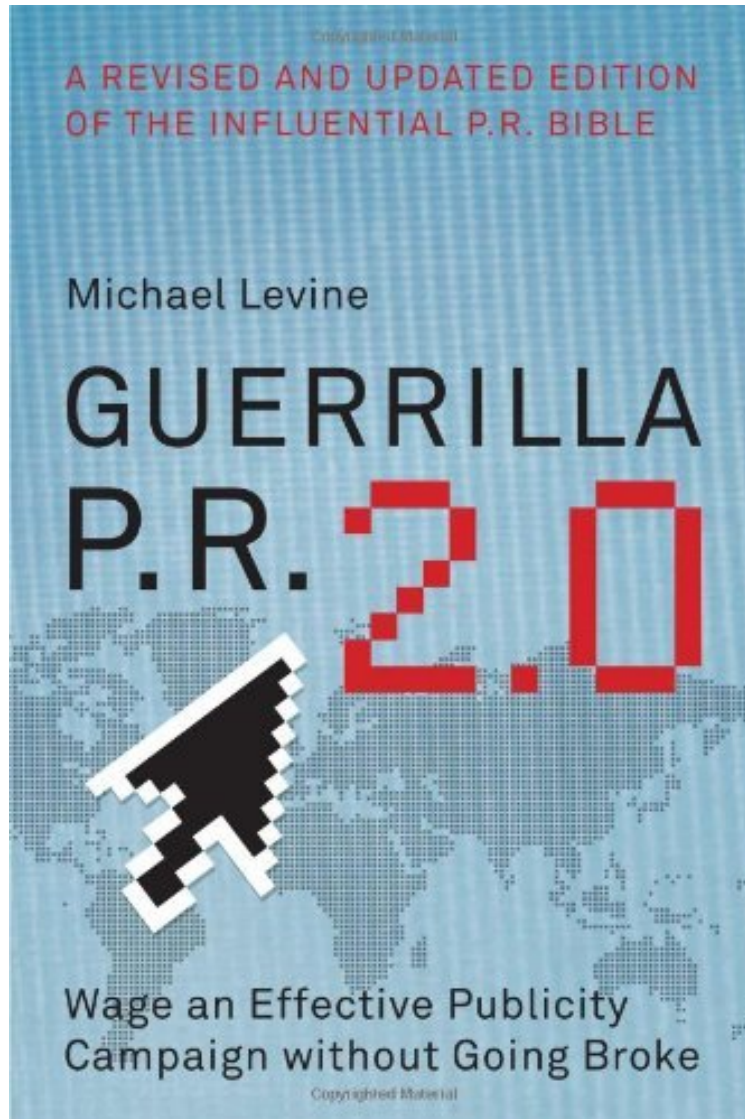


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About the AuthorMichael Levine, founder of one of the country's most prominent entertainment public relations firms, has been called "one of Hollywood's brightest and most respected executives" by USA Today. He is the author of numerous books, including Guerrilla PR, the world's most widely used introduction to public relations. His essays have been featured in the New York Times, Reader's Digest, Hollywood Reporter, and USA Today. He hosts Inside Out with Michael Levine on KRLA, and he is the founder and owner of Levine Communications, based in Los Angeles.