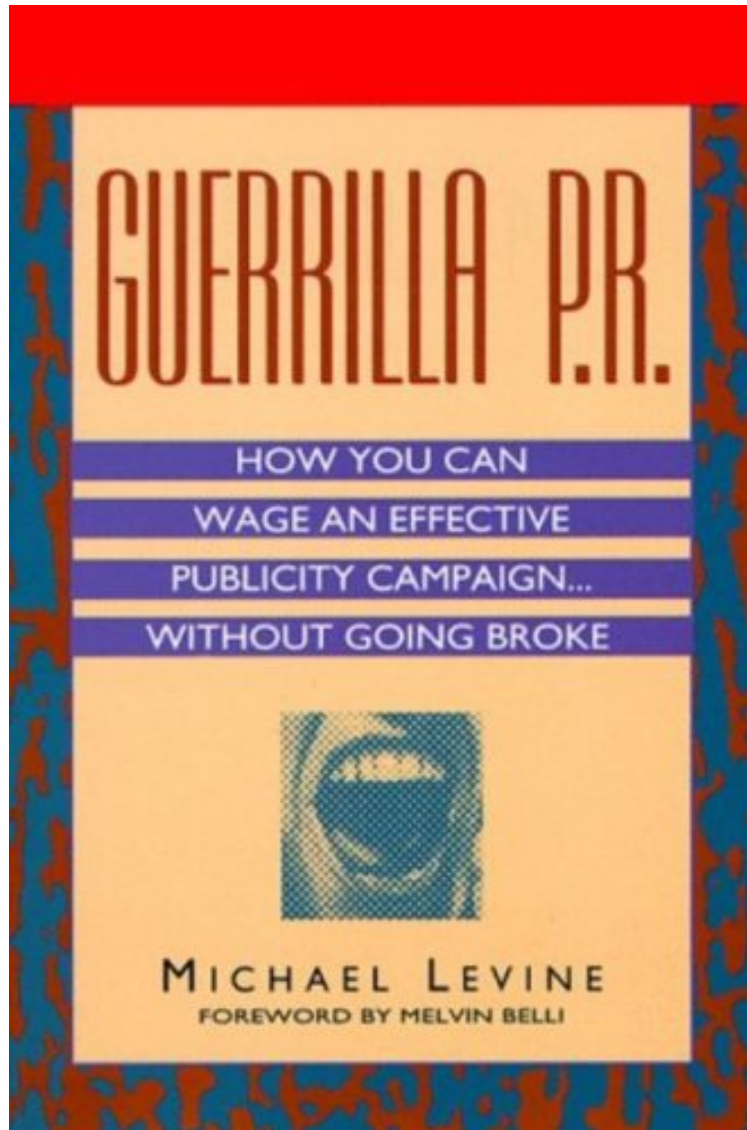


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Guerrilla P.R.: How You Can Wage an Effective Publicity Campaign...Without Going Broke

Michael Levine

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2 of 2 people found the following review helpful. Big SmileBy Carisa R. CarltonI bought this book in or around 1997 in San Francisco on Union Square. At the time, I worked for a company who couldn't afford a public relations

campaign. I carried this book back and forth across the Atlantic, studying and memorizing every scripture. I used it to demonstrate to my employers how they should conduct their efforts. They listened to me, but our plan backfired when the media favored me over their product. Oh, well. As I have read only a handful of books in my life, the author should be flattered I not only read it, but I applied the principles to my personal life with stunning success before reversing course when I did not understand how to handle the media. As of this writing in 2012, I still remember passages, though vaguely. Thank you, Michael Levine. You impacted and influenced my life in more ways than you might imagine by writing and publishing this book. I hope you write another book. 13 of 14 people found the following review helpful. The book that changed my life...well, at least my career. By A Customer I bought Levine's book to help me promote myself when I struck out on my own as a freelance copywriter. The book did more than help me promote myself--it gave me an outlook that reordered my relationship with my clients. And, oh yeah, helped me make stacks (small stacks, but stacks nonetheless) of money in the process. Specifically, the book provides tips and formats that allow writers of average ability to present themselves as professionals. The book's conversational style and logical, progressive organization make it both an easy read and a quick reference tool. Also, the book gives advice and starting reference materials to help PR novices get off the ground on their contact databases. Mostly, though, the book gave me an attitude--a concept of the way PR ought to be done. This has led to about 90% of my business being PR related. Thanks, Michael! 34 of 39 people found the following review helpful. A User-Friendly Guide to Creating Your Own PR By Donald Mitchell I have had the good fortune of working with some of the top publicists in the country over the last 22 years, and wish that I could have read this book first. It would have made me much more effective in working with them, and also could have avoided a lot of their fees. The advice is sound, based on my own experiences with a 37 city book tour in 1999. What it took me 37 cities to learn, you could glean from just reading this book. I envy you this opportunity. Whatever your budget or appetite for public relations, the book will help you design and implement an effective program. It covers all of the basics, except for the Internet (which wasn't really a factor when this book was written). You will learn how to put out a press release, hold a press conference, do interviews, and create media events. Most of these things can be done relatively inexpensively, certainly at lower cost than with advertising. I especially liked the high ethical standards that the book sets. It's easy to cut corners, but that is both wrong and eventually becomes ineffective. May your 15 minutes of fame come soon as a result! Seriously, public relations is a highly effective way to introduce potential customers to your products or services. It serves a good secondary purpose of helping you think through your message and who your audience is. This book does a good job of giving you questions to help you do both of these tasks. Follow this advice, and your business should be more successful within a year. Remember Mr. Levine's advice though, it's quality . . . not quantity . . . that counts.

The manifesto for waging a street-smart publicity campaign with no- or low-cost strategies from one of Hollywood's most successful publicists.

From Library Journal Levine, the founder of a public relations firm and a leader in the field, offers a unique look at and guide to the often vague and mysterious process of public relations. In an entertaining yet intriguing manner, Levine puts forth a cogent, concise work that is spattered with snappy "true-life" examples of traditional and nontraditional public relations activities. Chapters include sections called "Tips and Traps," which list practical PR advice ranging from how to handle the press to speechmaking to giving successful parties and the effective use of photos--just to name a few. The audience for this work would certainly include the novice, but more savvy PR practitioners could, at the very least, gain insight into a witty, bright expert's mind. Recommended for public and academic libraries.- Margaret B. Bartlett, Rochester Inst. of Technology, N.Y. Copyright 1993 Reed Business Information, Inc. "In an entertaining yet intriguing manner, Levine puts forth a cogent, concise work that is spattered with snappy "true-life" examples of traditional and nontraditional public relations activities . . . The audience for this work would certainly include the novice, but more savvy PR practitioners could, at the very least, gain insight into a witty, bright expert's mind." --Library Journal "Levine is a master at explaining what works and why. The author's personable tone makes this audio entertaining, and the large amount of advice here is specific and well supported with vivid examples. Businesses that depend on PR will benefit from . . . this timely lesson." --AudioFile About the Author MICHAEL LEVINE is the author of numerous books, including Guerrilla P.R., 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.