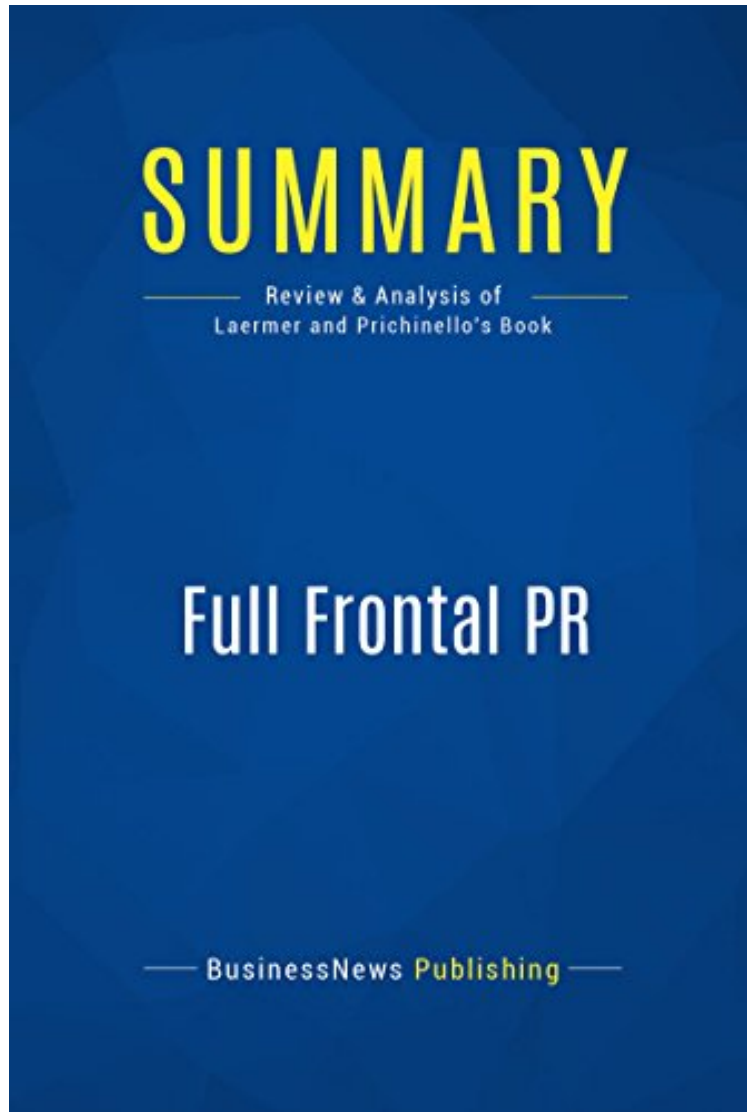


(Free download) Summary: Full Frontal PR: Review and Analysis of Laermer and Prichinello's Book

Summary: Full Frontal PR: Review and Analysis of Laermer and Prichinello's Book

BusinessNews Publishing
*ePub | *DOC | audiobook | ebooks | Download PDF*



#2605143 in eBooks 2013-02-15 2013-02-15 File Name: B00DOYWYNK | File size: 24.Mb

BusinessNews Publishing : Summary: Full Frontal PR: Review and Analysis of Laermer and Prichinello's Book before purchasing it in order to gage whether or not it would be worth my time, and all praised Summary: Full Frontal PR: Review and Analysis of Laermer and Prichinello's Book:

The must-read summary of Richard Laermer and Michael Prichinello's book: "Full Frontal PR: Getting People Talking

About You, Your Business or Your Product". This complete summary of the ideas from Richard Laermer and Michael Prichinello's book "Full Frontal PR" reveals the "insider secret" of the PR industry; companies are actually better off handling their own publicity than hiring a PR firm. In their book, the authors explain that as long as you understand the basic principles of what you want to accomplish, you'll probably generate more buzz and media attention by handling PR yourself. This summary will tell you everything you need to know if you want to be effective at generating publicity and creating a buzz around your company. Added-value of this summary: **Save time**; **Understand key concepts**; **Expand your PR skills** To learn more, read "Full Frontal PR" and discover the key to doing your own PR and getting people excited about your message.