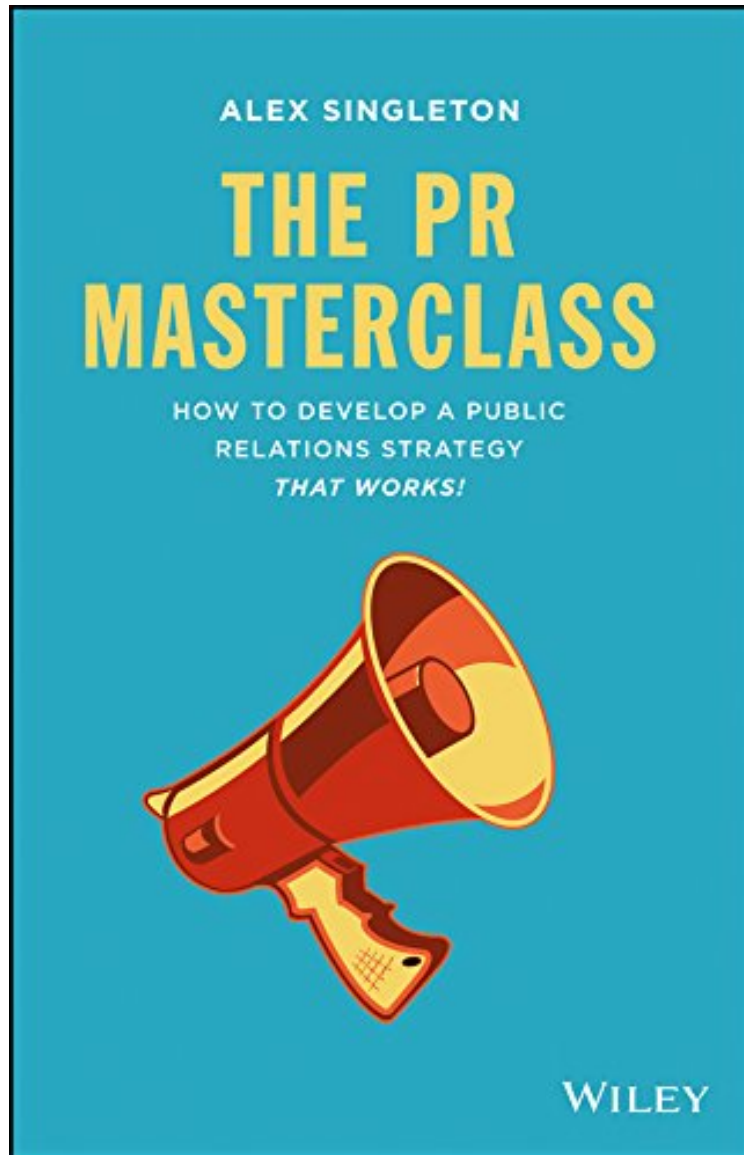


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## The PR Masterclass: How to develop a public relations strategy that works!

Alex Singleton

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**Alex Singleton : The PR Masterclass: How to develop a public relations strategy that works!** before purchasing it in order to gage whether or not it would be worth my time, and all praised The PR Masterclass: How to develop a public relations strategy that works!:

1 of 1 people found the following review helpful. Great PR Advice from a ProBy MatthewI bought The PR Masterclass because I was attracted by the Author's background as a journalist. But I read it in a sitting because it's

well written. I've given the book a 5 star rating for:- Ease of reading- Practical advice- New ideas To my great relief I think I have been doing PR (more-or-less) right. Actually I had always felt a bit weird about the common advice to hassle journos about 'did you get my email' - so I never did it but secretly I always wondered if I was being sensitive, or just lazy! One point Singleton makes about why pay for performance is an ethical dilemma actually changed my mind on this topic. But the chapter I loved best was on the art of writing to the letters page. Brilliant. I had never really thought of using the letters page as a PR option before; but it is one of the most read pages in the paper, isn't it. I'll definitely be giving this a try. That single chapter would get me a strong rating. I'd highly recommend this book for anyone who is new to in-house PR and also as a frank perspective on the industry for marketers who have (the misfortune) to deal with professional PR firms. 0 of 0 people found the following review helpful. Five Stars By Customer Great read! Gives a lot of good resources and tips. 0 of 0 people found the following review helpful. great book By bibilove always Really good book. I made all my communications assistants read it.

The PR Masterclass is written by former newspaper, magazine and digital journalist Alex Singleton, who is now a prominent PR trainer and consultant. It reveals the secrets of effective PR and shows how to put in place a practical, reliable and successful media strategy for your product, business or activity; one that delivers the greatest results. Through the book, you get to discover how to develop and pitch effective newsworthy material, regardless of your budget. The PR Masterclass is aimed at PR professionals as well as small business owners and entrepreneurs implementing a PR strategy. "PR can do more for your money than any other marketing tool. But very few people understand how to use it. Alex does because he has been at the receiving end. So will you if you read this remarkably practical book." — Drayton Bird, author, Commonsense Direct and Digital Marketing "The lessons contained within The PR Masterclass should be plastered over the walls of organisations seeking to utilise the media effectively for their campaigns. This book is a must-have reference point." — Ryan Bourne, CityAM columnist and Head of Economic Research, Centre for Policy Studies "This is an important book about public relations and how the media is changing. Singleton is a straight-talking journalist-turned-practitioner who pulls no punches. He calls on the industry to grow up and adopt the rigour of a professional discipline. It's a call to action that I wholly heartedly support. You should read The PR Masterclass if you're new to public relations or work in the profession and want to continue doing so." — Stephen Waddington, European director, Ketchum, and 2014 President of the Chartered Institute of Public Relations (CIPR) "Provides all you need to know about securing press coverage." — Fraser Seitel, O'Dwyer's PR magazine "Every page is packed with insight and practical advice." — Steve Harrison, co-founder, Harrison Troughton Wunderman "Written in a no-nonsense style, every chapter contains a mine of information about the subject. What's more, it's clear that Alex knows the business inside out. This is the kind of book you need to have close at hand. Do what it says, and you'll be miles ahead with your PR." — James Hammond, brand consultant "Alex Singleton's book on public relations strategy is an excellent practical guide to the real world of PR." — Ray Hiebert, Editor, Public Relations Review

Comprehensive, clear and incredibly practical. PR Week If you want to read more about how to develop an effective PR strategy, I can highly recommend The PR Masterclass by Alex Singleton. The Guardian The PR Masterclass is an easy-to-read book with its conversational nature and clear structure. The book is a great guide that can easily be referred back to again and again. Behind the Spin A book you'll want to refer to time and time again as a refresher into why PR exists and what it's meant to achieve. Definitely one for every PR bookshelf. The Spin Alley Alex Singleton is a man who knows his industry. The research he undertook for The PR Masterclass certainly highlights his attention to detail and desire to offer his readers practical information. B2B Marketing From the Inside Flap "This is an important book about public relations and how the media is changing. Singleton is a straight-talking journalist-turned-practitioner who pulls no punches. He calls on the industry to grow up and adopt the rigor of a professional discipline. It's a call to action that I whole-hearted support. You should read The PR Masterclass if you're new to public relations or work in the profession and want to continue doing so." — Stephen Waddington, European Director, Ketchum and the 2014 President of the Chartered Institute of Public Relations (CIPR) "Every page is packed with insight and practical advice." — Steve Harrison, co-founder, Harrison Troughton Wunderman "The PR Masterclass holds the secrets to transforming your relationship with the media. Journalists will thank you for reading it." — David Hamilton, Head of Public Relations and Engagement, Action for Children "Provides all you need to know about securing press coverage." — Fraser Seitel, O'Dwyer's PR magazine "The PR Masterclass is the best book on public relations ever written." — Madsen Pirie, President of the Adam Smith Institute, and formerly a Daily Mail Leader writer and US syndicated columnist "Alex Singleton's book on public relations strategy is an excellent practical guide to the real world of PR." — Ray Hiebert, Editor, Public Relations From the Back Cover Would you like more media coverage? Alex Singleton, a former national newspaper journalist, has witnessed countless PR campaigns both good and bad. He now reveals the secrets of implementing a PR strategy that delivers the greatest results. The PR Masterclass is packed with practical advice and insights that will make you return to the book again and again. Whether your PR budget is large or small, it will ensure you develop and pitch newsworthy material that outdoes most of what is put out by the

PR industry. It will help you to become a thought leader who magnetises the media with columns, letters and appearances on TV and radio. And it will show you how to react effectively if the media goes hostile. An utterly frank account of why some PR activities success and others fail, this is a must-read for anyone who deals with the media.

"PR can do more for your money than any other marketing tool. But very few people understand how to use it. Alex does because he has been at the receiving end. So will you if you read this remarkably practical book." —Drayton Bird, author, Commonsense Direct and Digital Marketing "The lessons contained within The PR Masterclass should be plastered all over the walls of organisations seeking to utilise the media effectively for their campaigns. This book is a must-have reference point." —Ryan Bourne, CityAM columnist and Head of Economic Research, Centre for Policy Studies