



The Public Triumph: Public Relations for the Strong, and Those Who Want to Be (Paperback)

By James M Chittenden

Richter Publishing, United States, 2014. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.The Public Triumph is a complete guide to gaining public relations success based on your strengths. The approach outlined in this book is based on Marine Corps recruit training, where the author served as a recruit training officer and a public affairs officer. This book is a bit of a boot camp for entrepreneurs and offers an aggressive do it yourself public relations approach. In this book, you will learn ways to get things done in spite of the apathy of others. You will learn swift guidelines to protect yourself by measuring the strength of people around you. You will also go to boot camp. Literally. You will learn about obtaining and shaping media coverage from case studies from both the U.S. Marine Corps and the business world. You will learn search engine optimization (SEO) for small businesses. You will learn 11 proven elements of newsworthiness from the viewpoint of a reporter. You will learn what to do if you receive negative coverage or anticipate it, turning a disaster into an advantage. Additionally, you will learn some writing skills and how to...



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Reviews

It is one of the most popular publications. It really is written in easy words and not difficult to understand. You are going to like how the author writes this book.

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Completely essential go through book. This is for all who state there had not been a worthy of reading through. It is extremely difficult to leave it before concluding, once you begin to read the book.

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