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The Publicity Handbook, New Edition The Inside Scoop from More than 100 Journalists and PR Pros on How to Get Great Publicity Coverage

By David Yale

McGraw-Hill. Paperback. Book Condition: New. Paperback. 464 pages. Dimensions: 8.8in. x 5.7in. x 1.2in. Thoroughly updated with information on Internet-based PR campaigns The Publicity Handbook has everything you need to know to win valuable publicity for your product, service or business. Includes step-by-step information on setting objectives and designing an integrated publicity plan, writing press releases, fact sheets and feature stories for all different types of media, as well as extensive checklists and a complete breakdown of sources and services available to publicists--databases, media directories, websites, and more. An indispensable guide whether you are a PR pro or entrepreneur! This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



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