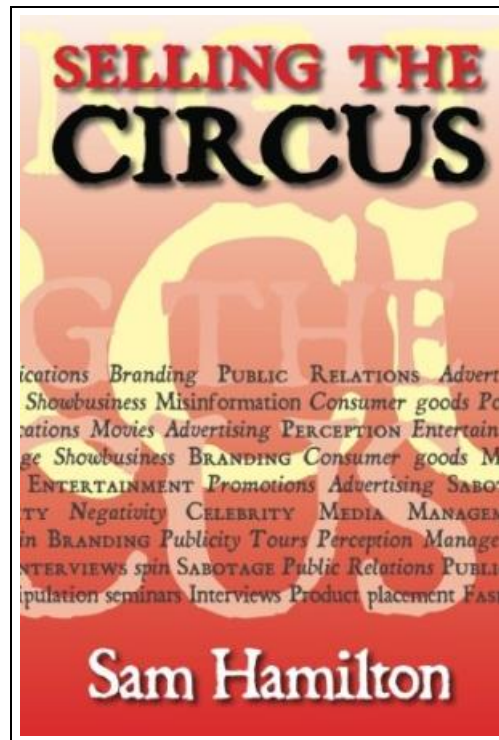


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Createspace, United States, 2011. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Title: - Selling the Circus Author: - Sam Hamilton Over more than thirty years working hand in hand with the media on four continents and employing hundreds of publicists along the way, the author sets out to supplement traditional communications theory with experiences and lessons for the ultimate ten percent - the part that transforms everyday messages into headline grabbing publicity. It is his contention that success requires more than journalistic ability or technological aptitude, and in Selling the Circus he presents thought provoking illustrations of how the three primary communications disciplines of Public Relations, advertising, and media promotions, should seamlessly combine to produce effective, efficient and record breaking results. With easily accessible analogies and case studies from his experience promoting political figures, automotive brands, and the cream of pop music and Hollywood movies, Selling the Circus is written in two parts; the first explains why traditional media imposed boundaries no longer apply, and how, by incorporating marketing and branding principles, publicists have become the second most critical players in modern business. The second provides practical guidance to the political and entertainment industry strategies that make the difference between success and stardom - ranging from organising and maximising results from publicity tours and the secrets of effective product placement, to the more sinister aspects of media manipulation and political propaganda. Selling the Circus achieves a rare blend of an enriching and immensely interesting journey through back-stage passageways with the revelations and valuable marketing insights one would expect from an academic text. It is a must-read for everyone contemplating media or entertainment careers and should be compulsory for those already in senior management positions. From an academic perspective, explanations and examples provide ample opportunity...



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