



The Little Book of Big PR: 100+ Quick Tips to Get Your Business Noticed (Paperback)

By Jennefer Witter

Amacom, 2014. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Any size business can benefit from public relations. You can gain attention for your own small business and help build your company's credibility and brand . . . if you know the tricks of the trade. The Little Book of Big PR gives you essential advice on how to use public relations effectively as a business-building tool, whether you're an established company or a cost-conscious start-up. Drawing on the expertise gained during her long career in public relations, Jennefer Witter shares simple, smart, and budget-friendly methods for getting your business noticed. The book concisely covers the seven key elements of public relations, including: Self-Branding Communicate who you are, what you do, and how you differ from others, highlighting your own uniqueness to give you a distinct advantage over your competition. Media Relations Working with the press involves targeting the right outlets, in exactly the right way. This book tells you how to craft a perfect pitch, when to follow up, and what not to do when dealing with reporters. Social Media Find out which social media are most effective for small business...



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