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THE FALL OF ADVERTISING AND THE RISE OF PR



HarperCollins Publishers Inc. Paperback. Book Condition: new. BRAND NEW, The Fall of Advertising and the Rise of PR, Laura Ries, Al Ries, Bestselling authors and world-renowned marketing strategists Al and Laura Ries usher in the new era of public relations. Today's major brands are born with publicity, not advertising. A closer look at the history of the most successful modern brands shows this to be true. In fact, an astonishing number of brands, including Palm, Starbucks, the Body Shop, Wal-Mart,...

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- Authored by Laura Ries, Al Ries
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