



Media Magnetism: How to Attract the Favorable Publicity You Want and Deserve

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Media Magnetism: How to Attract the Favorable Publicity You Want and Deserve

IS YOUR BUSINESS CLOSE-UP IN PERFECT FOCUS? Attracting - and maximizing - great PR opportunities for you, your idea and your organization is as much an art as it is a science if you want to sparkle in the spotlight. In this must-have book covering all aspects of today's media relations, industry experts offer "been there/done that" tips, resources and guidelines on how to:

- Make influential connections
- Become sound-bite savvy
- Endear yourself to reporters
- Survive awkward moments
- Use social media wisely
- Manage a cost-effective campaign

Looking for that portal to media magic? It's right here in your hands.

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