



Minds Before Market Share (Paperback)

By Wayne E. Pollard

AUTHORHOUSE, United States, 2005. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.About the Book Public relations is an art based on a science: psychology. PR can powerfully influence buying behavior and impact the bottom line of any company-even those with limited budgets. But many PR professionals and their clients fail to mine PR's full potential. Now they can-with MINDS BEFORE MARKET SHARE: THE ART OF PUBLIC RELATIONS.With frank talk and indisputable logic, Wayne E. Pollard explains: Why many pros go about the PR process backwards Why less is often more when it comes to media outreach How PR can serve as the ultimate sales force multiplier (SFM) How PR acts as the great equalizer Why public relations is a secret weapon, equivalent to military PSYOP Why PR should never focus on boasting or client ego-building but rather on eating away at a competitor's market How a PR campaign's success should be judged MINDS BEFORE MARKET SHARE: THE ART OF PUBLIC RELATIONS will give readers a new appreciation for the PR process, and map a bold new approach for anyone determining public relations strategy.

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