



Talk Is Cheap: The Digital PR Your Startup Needs But Can t Afford (Paperback)

By Leanne Ross

Createspace Independent Publishing Platform, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Running a small business or launching a startup? Think you need to hire someone to do Social Media or land you media coverage? That s what the big agencies want you to think. Award-winning Communicator Leanne Ross has worked with some of Ireland s leading agencies and spent years teaching charities, SMEs and eCommerce retailers how to digitally PR their brands. She believes anyone can do their own PR, with a little know-how. In Talk Is Cheap Leanne hands over a decade s worth or knowledge and experience to the next generation of entrepreneurs and business leaders on every aspect of Marketing their business in the Digital World - from traditional media coverage to entering awards, using social media to connect with customers and grow your own business profile, as well as how to evaluate the worth of all the work you re doing to your bottom line. So why take Leanne s advice? Because she used the very steps within this book to build her career, going from just another PR girl to an industry leading voice in Ireland by...



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Reviews

This ebook is definitely not easy to get going on looking at but quite fun to learn. We have read and so i am sure that i will gonna study once more yet again later on. I am very happy to inform you that here is the finest publication i actually have read inside my personal daily life and might be he best publication for possibly.

-- **Sister Langosh**

Very helpful to all of class of folks. This is certainly for all who statte there had not been a worthy of studying. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- **Jayda Lehner Jr.**