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Buzz Books USA, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. What makes a successful public relations program? Does my business really need it? Can I do it myself? Unless you are a hot celebrity, a top CEO, or just discovered the cure for the common cold, good PR just doesn't happen on its own. It takes a lot of skill, and consistent hard work over a period of time. It's part art, part science and when practiced correctly, the results are very rewarding. Former Hollywood publicist, Cyndy Hoenig, provides little brands with the tools to create a successful PR campaign to start getting your brand the recognition it deserves. Cyndy's entertaining and very personal approach outlining a powerful blueprint to be effective in public relations is formidable. To think like a PR person helps anyone to better partner with their PR firm to maximize results. Easy to read and easy to follow - PR Rock Star deserves a standing ovation! -- Kathleen Francis, PR Marketing Professional, Sedona, AZ PR Rockstar is a concise and complete PR handbook. I recommend PR Rockstar as required reading for all entry through advanced marketing, advertising, public relations, management and executive personnel. Ms Hoenig's information will help keep your business on the positive track to success. Mary Flaim, Health Care Management, Ardmore, OK PR Rockstar is simple but exacting layers of actions to take, resulting in an amazing business structure for success. I have businesses in jewelry, fashion, design and industrial, and the brilliant platform that Cyndy teaches works for all of them. - LynnD Aludra, Gypset Jewels, Los Angeles, CA.



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