



The Art of Public Relations: CEOs from Edelman, Ruder Finn, Burson Marsteller & More on the Secrets to Landing New Clients, Developing Breakthrough ... and Your Firm to Clients (Inside the Minds)

Richard Edelman, Christopher P.A. Komisarjevsky, Rich Jernstedt, Don Middleberg, Ron Watt Sr., Lou Rena Hammond, David Finn, Anthony J. Russo, Thomas L. Amberg, Robyn M. Sachs

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Inside the Minds: The Art of Public Relations is the most authoritative book ever written on public relations, written by an unprecedented collection of CEOs from the leading public relations firms of the world. These industry visionaries reveal the secrets for companies of all sizes to get noticed, make a name for themselves and build a global brand through proven methods of public relations. Topics also covered include the everlasting effects of the Internet and technology, crisis management, establishing media contacts, working in teams, compensation and more. An unprecedented look inside the minds of the world's best PR leaders makes for critical reading for every executive, entrepreneur and anyone in the public relations, marketing and advertising world.

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