



Guerrilla P.R.: How You Can Wage an Effective Publicity Campaign Without Going Broke

Michael Levine

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[Read by Christopher Hurt]

Every Fortune 500 corporation, movie star, and scandal queen can attest to the fact that a good publicist is essential to building success and maintaining public support. If you are a small business owner, an entrepreneur, or an undercapitalized beginner seeking an edge in a highly competitive arena, here are the resources necessary to mount your own campaign and get the media exposure you need.

In clear and concise language, Michael Levine, one of the top public relations counselors in the country, reveals the same procedures he uses every day to get press on major stars -- and how those strategies can be utilized on little or no budget. Using case histories and tips from his own experiences, Levine shows you how to think like a publicist and map out a strategy for success.

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