



# Public Relations For Dummies

By Eric Yaverbaum, Ilise Benun



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Proven techniques that maximize media exposure for your business

A seasoned PR pro shows you how to get people talking

When it comes to public relations, nothing beats good word of mouth. Want to get customers talking? This friendly guide combines the best practical tools with insight and flair to provide guidance on every aspect of PR, so you can launch a full-throttle campaign that'll generate buzz -- and build your bottom line.

Discover how to

- \* Map a winning PR strategy
- \* Grab attention with press releases, interviews, and events
- \* Cultivate good media relations
- \* Get print, TV, radio, and Internet coverage
- \* Manage a PR crisis

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## Editorial Review

Review

"...the ideas herein will make your creative mind fly for sure!" (*TamsPalm Blog*, September 2006)

From the Back Cover

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**Discover how to:**

Map a winning PR strategy

Grab attention with press releases, interviews, and events

Cultivate good media relations

Get print, TV, radio, and Internet coverage

Manage a PR crisis

**Get smart!**

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About the Author

**Eric Yaverbaum**, best-selling author and managing partner of LIME public relations + promotions, has more than 20 years' experience and clients such as IKEA, TCBY, and Progressive Insurance. **Bob Bly** and **Ilise Benun** are both New York communications professionals.

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