



The PR Masterclass: How to develop a public relations strategy that works! (Hardback)

By Alex Singleton

John Wiley Sons Inc, United States, 2014. Hardback. Condition: New. 1. Auflage. Language: English . Brand New Book. The PR Masterclass is written by former newspaper, magazine and digital journalist Alex Singleton, who is now a prominent PR trainer and consultant. It reveals the secrets of effective PR and shows how to put in place a practical, reliable and successful media strategy for your product, business or activity one that delivers the greatest results. Through the book, you get to discover how to develop and pitch effective newsworthy material, regardless of your budget. The PR Masterclass is aimed at PR professionals as well as small business owners and entrepreneurs implementing a PR strategy. PR can do more for your money than any other marketing tool. But very few people understand how to use it. Alex does because he has been at the receiving end. So will you if you read this remarkably practical book. Drayton Bird, author, Commonsense Direct and Digital Marketing The lessons contained within The PR Masterclass should be plastered over the walls of organisations seeking to utilise the media effectively for their campaigns. This book is a must-have reference point. Ryan Bourne, CityAM columnist and Head of...



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