



# Public Relations For Dummies

*Eric Yaverbaum, Ilise Benun*

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# Public Relations For Dummies

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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
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