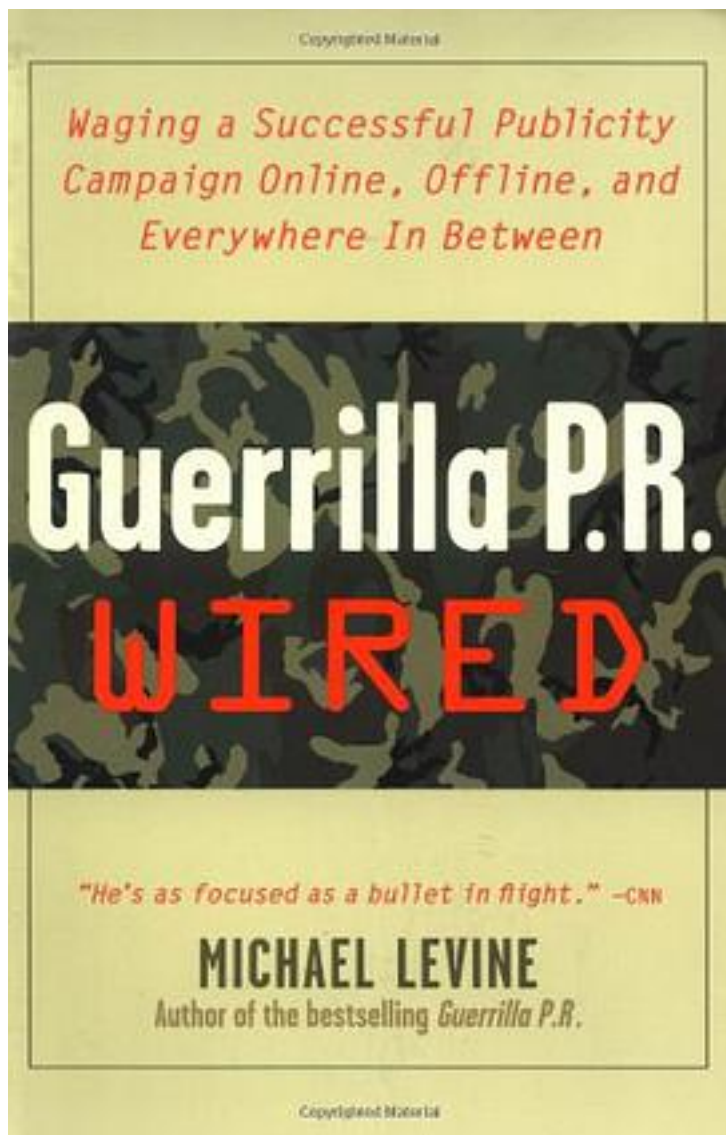


Guerrilla PR Wired



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"The insights, strategies, and tips [in this book] are indispensable to anyone seeking to build a business or a career through publicity both online and offline." - Randal Evenson, president, Evenson & Associates, Inc., and www.4-Dmarketing.com. "This immensely practical book demystifies the Internet, spells out strategies in plain language, and deploys truckloads of street wisdom drawn from Michael Levine's considerable public relations experience to help you reach "P.R. Nirvana" without spending a lot of time or money." - Geoffrey A. Moore, author of "Think Like a Customer ...to Market Like a Genius". Now in paperback, "Guerrilla P.R. Wired" transports Michael Levine's legendary street-fighting P.R. tactics to the wide-open domain of the World Wide Web. Start-up owners, entrepreneurs, and anyone who wants to garner the greatest publicity for the least money can open to virtually any page of this money-saving P.R. manifesto and learn: proven techniques to break through the once-impregnable firewalls of print and broadcast media; strategies to establish - and benefit from - instant credentials as an expert; tips for writing an attention-grabbing press release; and "Web-tailoring" it to its recipients. Fast-moving, entertaining, and valuable to everyone, "Guerrilla P.R. Wired" helps you create your own P.R. campaign at a lower cost and with more dramatic results than you ever thought possible.

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