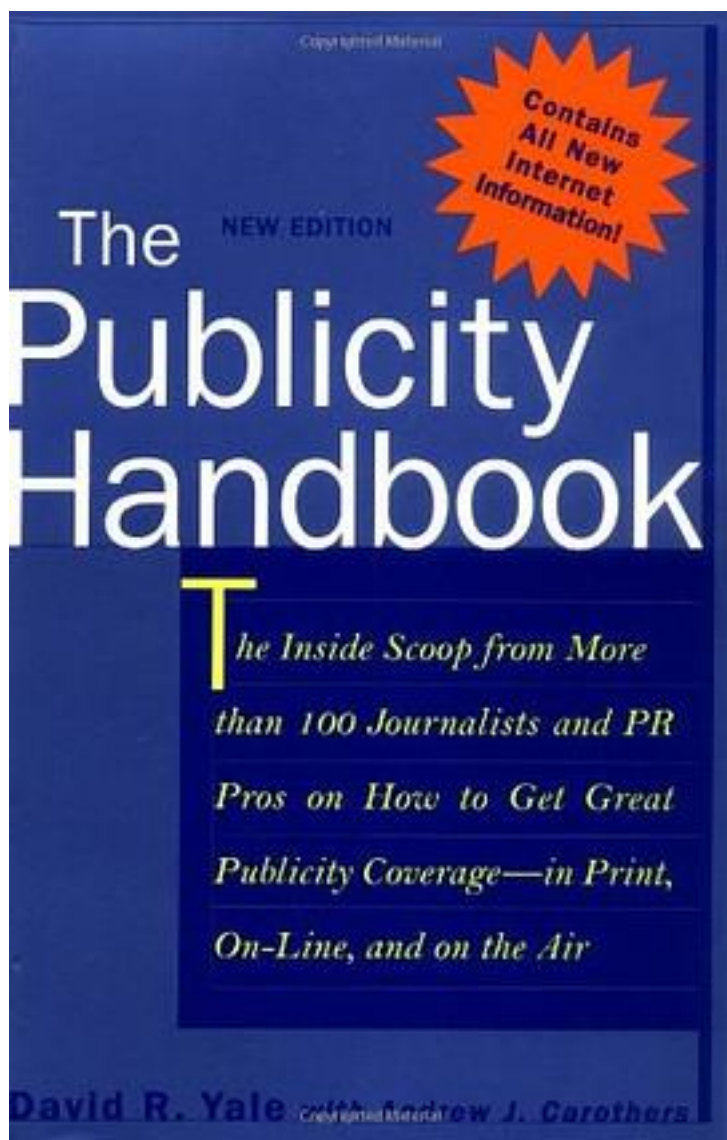


Publicity Handbook



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Thoroughly updated with information on Internet-based PR campaigns "The Publicity Handbook" has everything you need to know to win valuable publicity for your product, service, or business. It includes step-by-step information on setting objectives and designing an integrated publicity plan, writing press releases, fact sheets and feature stories for all different types of media, as well as extensive checklists and a complete breakdown of sources and services available to publicists - databases, media directories, websites, and more. It is an indispensable guide whether you are a PR pro or entrepreneur.

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