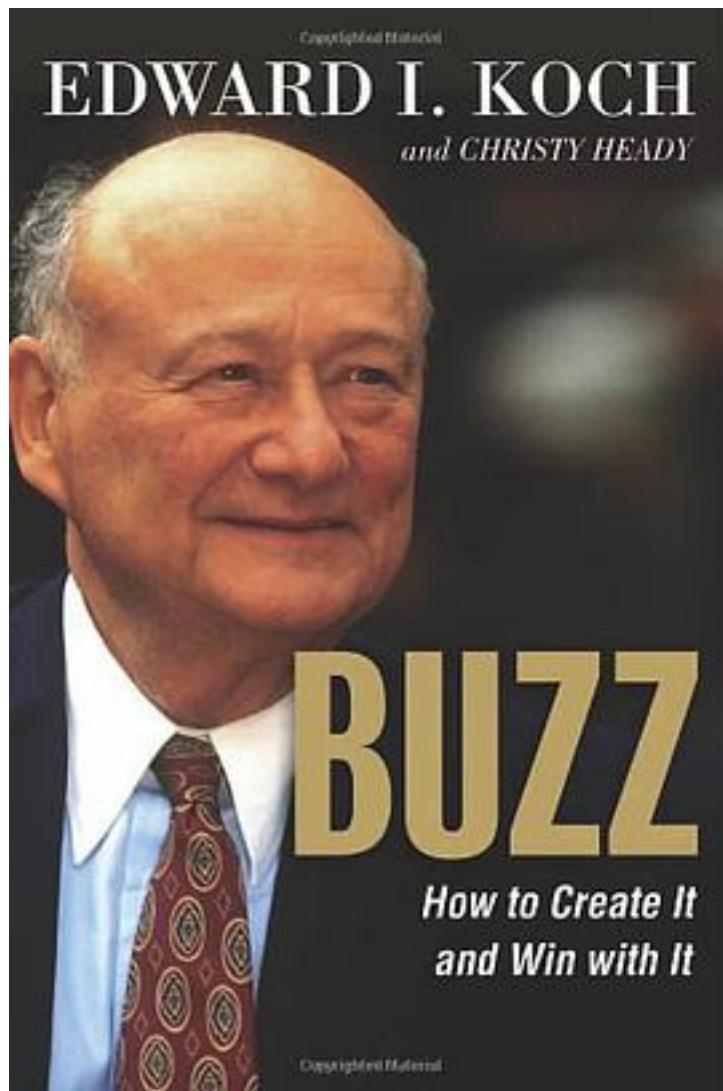


BUZZ



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出版者:Amacom Books

出版时间:2007-6

装帧:HRD

isbn:9780814474624

In the late 1970s, Mayor Ed Koch transformed himself from an unknown political underdog with little money and even fewer family connections into one of America's most illustrious mayors. In just 12 years, he brought the City of New York out of bankruptcy, created a renowned housing program, and became one of the most important individuals on the American political scene. But how did he rise from relative anonymity and become an enduring figure? In *Buzz*, Koch shares the secrets of his success that will help readers everywhere become masters of self-marketing. With his legendary candor and in-your-face style, he reveals how anyone can use his techniques to make a memorable entrance, attract attention (the right kind), and get others to take notice and listen. *Buzz* demonstrates how to: Define your image Create buzz with honesty Engage the media Withstand public scrutiny Turn mistakes into opportunities Create loyal, rabid followers. Whether running for public office or climbing the corporate ladder, *Buzz* will show rising stars in every field how to stand out and shine brighter with honesty, integrity, and style.

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