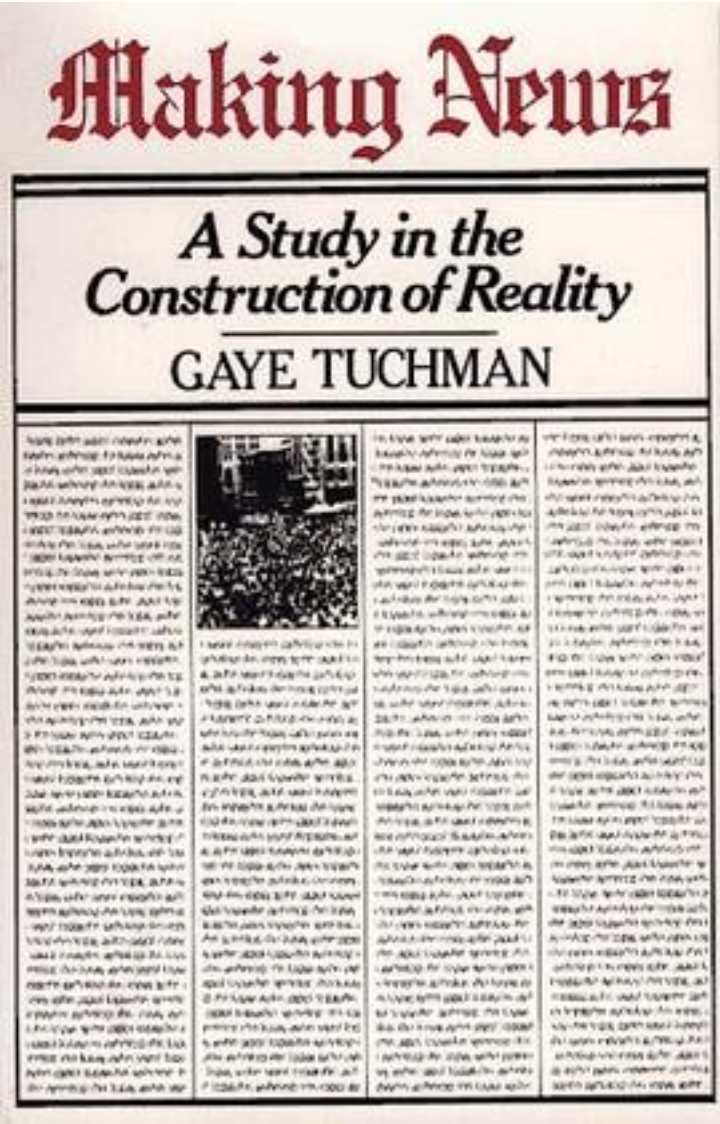


# Making News



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出版者:iUniverse Star

出版时间:2006-4-21

装帧:Paperback

isbn:9781583484685

Making News: A Straight-Shooting Guide to Media Relations is an insider's look at today's changing news media with essential tips for: How to ensure your story will be chosen as today's news How to gain credibility and achieve effective coverage How to better communicate with reporters, editors and producers How to use media coverage to build a distinctive brand image Making News reveals the latest techniques on how to make news and control your message through the news media - whether for your organization, your client or yourself - in today's highly competitive world. Veteran public relations executive, Emmy Award-winning former CBS News correspondent and author David Henderson delivers valuable inside tips, stories and perspective from his own experience and the exclusive perspective from over 100 leading journalists in the United States and Britain. Making News provides a deeper understanding of how the news business functions, how journalists judge the value of a legitimate story and how you can communicate with the media to achieve outstanding results. PRAISE FOR DAVID HENDERSON "Public relations is never as easy as it looks. So you are lucky to be reading this book, for few know PR as well as David Henderson. A skilled correspondent and a gifted man, David knows both sides of the process of delivering a message." -Harry Smith CBS News "Great advice and a much-needed reality check for anyone who works with the media. Follow David's guidelines and save yourself a lot of time and energy" -Jean Cochran National Public Radio "David Henderson has worked both sides of the street-as a reporter and an advocate. He has that double advantage of knowing a story and knowing how to sell it."-Richard Serrano Los Angeles Times There are so many mediocre books on media relations, that it's a true pleasure to come across one that lives up to the claim on its cover. David Henderson's publisher bills Making News a "straight-shooting guide to media relations" and the book delivers. -Paul Holmes, The Holmes Report

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