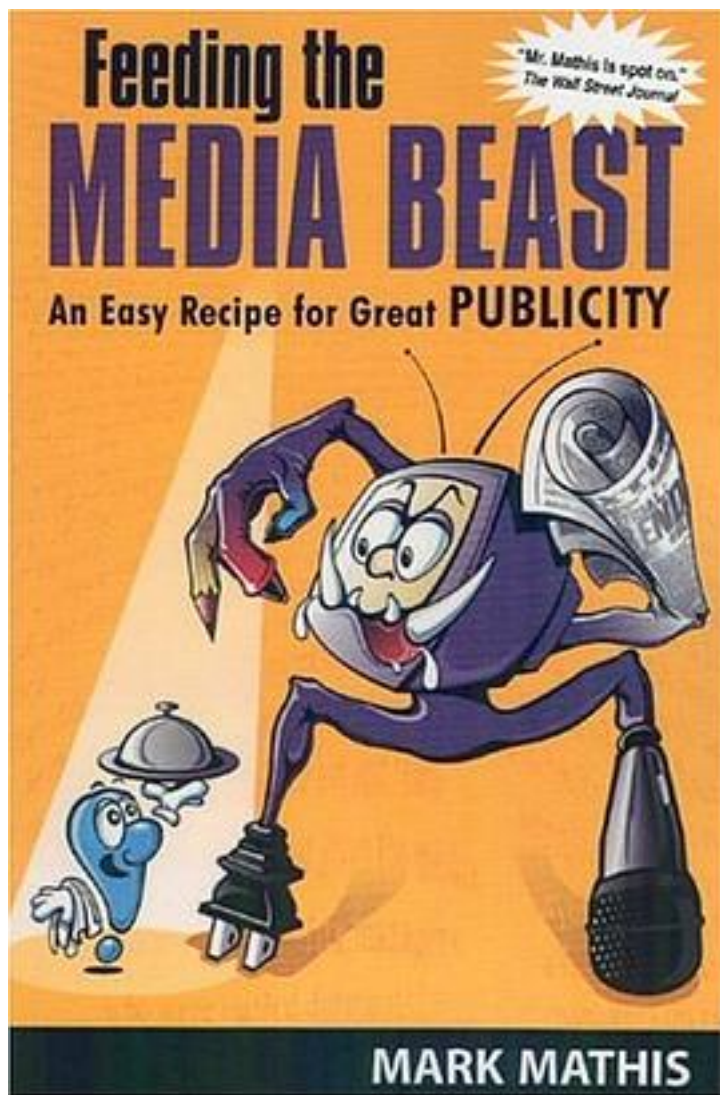


Feeding the Media Beast



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出版者:Purdue University Press

出版时间:2005-05-30

装帧:Paperback

isbn:9781557533975

In Feeding the Media Beast: An Easy Recipe for Great Publicity, former news anchor and reporter Mark Mathis gives publicity seekers a simple and highly practical formula to follow. Unlike other books, Feeding the Media Beast explains how to deal with journalists in a systematic way. This book establishes 12 rules that cover everything any PR person ever needs to know.

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