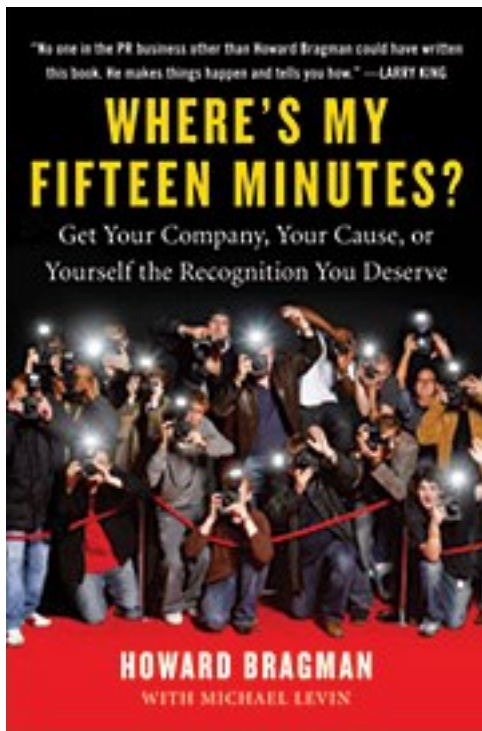


where's my fifteen minutes



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著者:Howard Bragman

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Media attention can boost careers, generate millions of dollars, and make dreams come true. It can also destroy reputations and derail carefully laid business plans. All publicity is not good publicity.

No one knows this better than Howard Bragman. For more than thirty years he has helped prominent people—movie stars, business leaders, philanthropists their messages out, in good times and bad.

His book won't make anyone famous overnight, but it will help readers understand the

changing world of today's PR. It will also guide readers through the thought process of PR, defining their key messages and purpose to the media and public at large. If your public's perception doesn't match reality -- if you are a better person, offer a better product, or stand for a better cause than anyone realizes—you need help. Bragman shows how to:

- Understand your real target audience
- Respect what the media needs and wants
- Give memorable interviews, even during a crisis
- Handle the new challenges of the Internet age

He illustrates his lessons with juicy examples, from Frank Sinatra and Madonna to Coca-Cola and Monica Lewinsky. Whether you're trying to build a business, advance your career, or change the world, there's much to be learned from Bragman's insights and experience.

作者介绍:

Howard Bragman has been a communicator, educator, entrepreneur, writer and lecturer for more than two decades. Bragman founded a strategic media and public relations agency, Fifteen Minutes, in 2005.

Fifteen Minutes represents a broad yet focused client base in a diverse range of areas: personality, corporate entertainment, special events, consumer products, gay/lesbian market, media training and crisis management.

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书评

作者Howard Bragman & Michael Levin。此書英文原名《Where's My Fifteen Minutes?》，一語雙關，既有“台上一分鐘，台下十年功”之意，又暗指作者的公司Fifteen Minutes。這確實不好直譯為《我的一刻鐘在哪裏？》。書中開篇亦點題，Fifteen Minutes源於Andy Warhol預言的...

在澳洲媒体与公共关系领域工作将近5年，遇到很多品牌与个人运作案例跟这本书讲到的颇为相似。可惜书中案例确实如评论所说，太过蜻蜓点水，读完后觉得工作思路被大致整理了一下，但没有太多启发式作用。不过，对于刚刚进入公共关系领域的职场青年来说，倒不妨一读。对于想要开始...

文 / 董小琳 周末，你去参加了一个读书活动。
线下聚会大都会用自我介绍的方式开场，既活跃了气氛，又可以让小伙伴们互相认识和了解。
我叫小娟，是一名初中历史老师。我自己本身很喜欢看书，但总是坚持不下去。那今天来参加读书会的目的，主要是想认识更多喜欢读书、愿意和我...

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