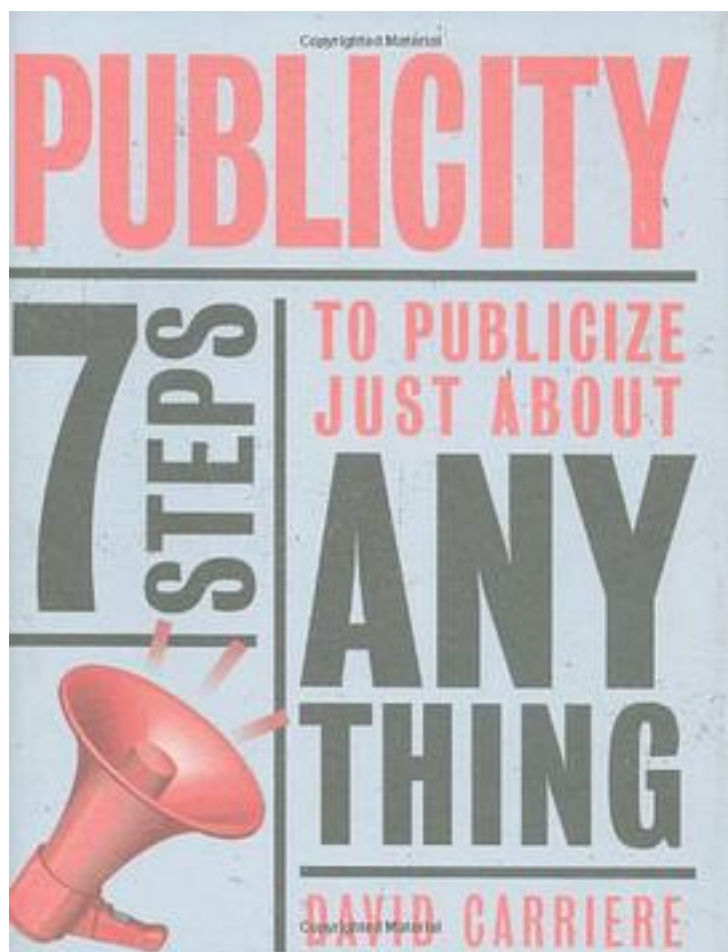


Publicity



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Generating publicity is a journey that requires persistence as well as proper planning. This title guides readers through the sometimes mysterious and often intimidating process of generating publicity while spelling out the details needed to orchestrate a

successful publicity campaign. Written for the budding publicist in any industry, for individuals who simply want to better understand how to generate press attention, and for those who retain publicist yet wonder what they actually do, this book is informative for one and for all.

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