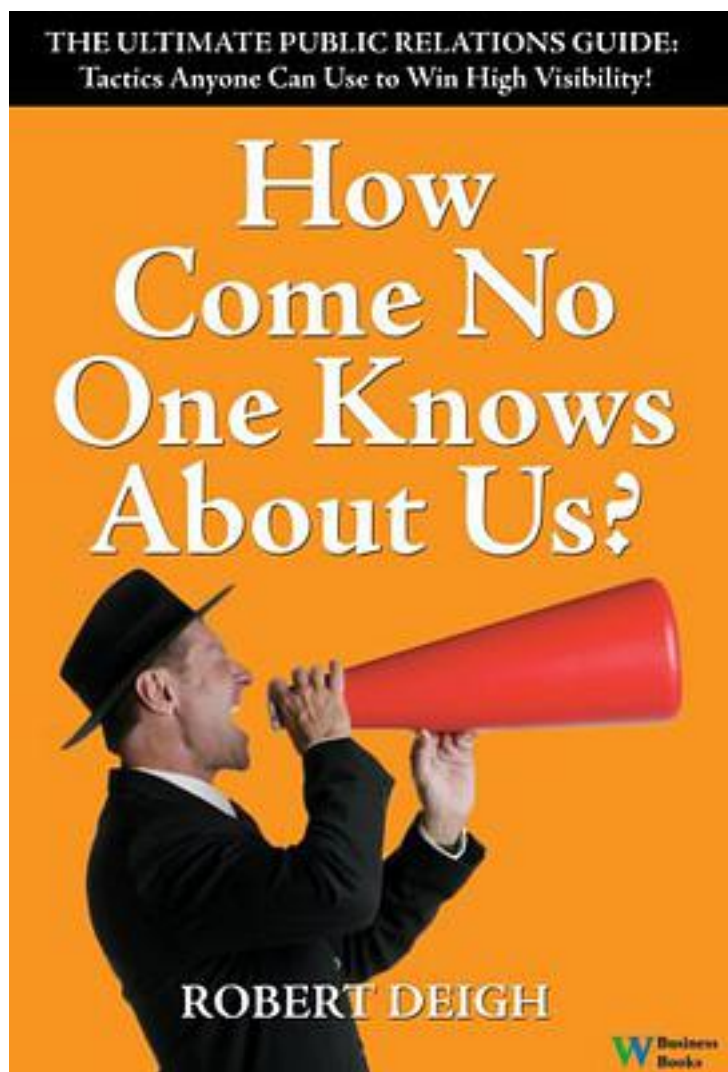


How Come No One Knows about Us?



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"How Come No One Knows About Us?" is the practical, complete and often humorous public relations guide for organizations large and small that want to win big visibility in an information-saturated world. It explains in clear and easy-to-understand terms concepts like "the secret to everything," the "single most important skill you must learn to get yourself into the press," and "how to use proven traditional and new-media PR tactics." It puts all PR essentials in one place and is designed to be used by beginners and veterans alike. To illustrate his points Robert Deigh shares his adventures and misadventures in PR Land -- from Congressional hearing rooms to high-tech companies, and from TV studios to the Panamanian jungle.

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