



Good Girl's Guide to Public Relations, Publicity and Marketing: A HOW-TO Survival Guide for the Novice

Ivy K Pendleton

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This series is intended for small business owners, independent publicists, nonprofit organizations, special events managers and individuals seeking ongoing media coverage for newsworthy topics. Mastering the art of pitching news stories takes skill. This survival guide provides information and advice for a novice publicist or seasoned public relations practitioner. Topics include: public relations, publicity, marketing, social media, sponsorship, branding, pitching stories to news media and moral and ethical behavior in public relations.



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