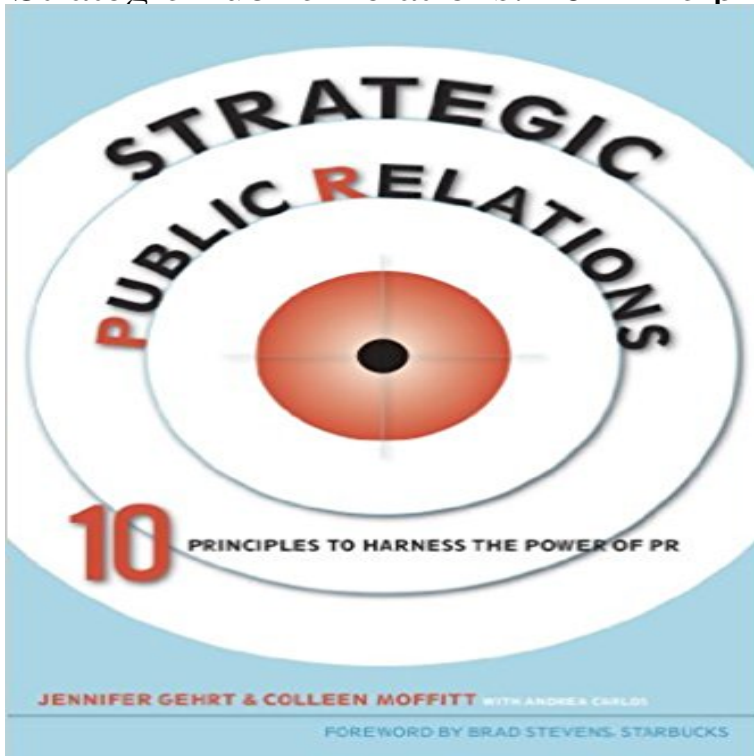


Strategic Public Relations: 10 Principles to Harness the Power of PR



This quick read is definitely one to add to your bookcase. With its anecdotes and examples throughout, it provides not only an entertaining, but also an educated look at strategic PR. PRWeek (September 2009), Guest review by Jeffrey Ory, Vice President, Deveney Communication. The book is full of compelling examples and practical advice for any company looking to improve its standing with its community and customer base. The Costco Connection (August 2009). STRATEGIC PUBLIC RELATIONS is a modern blueprint to build truly effective PR communications. It's a fact: PR helps build successful businesses. Yet, with 24/7 news channels and an ever-increasing blur of Internet activity, the public relations landscape is radically changing. Strategic Public Relations offers practical principles as well as precise, useful pointers to help readers understand the morphing landscape and leverage contemporary PR to achieve maximum benefit. ABOUT THE AUTHORS Jennifer Gehrt and Colleen Moffitt, successful PR professionals in the Pacific Northwest's vibrant high-tech sector, have developed a deeply insightful, effective and cost-efficient methodology to help everyone from buddy PR practitioners to seasoned business leaders. Combining their own tested and perfected best practices with savvy expertise from some of the most seasoned PR pros in the profession, Gehrt and Moffitt offer new insight into public relations and how to use this growing medium to your company's best advantage.

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