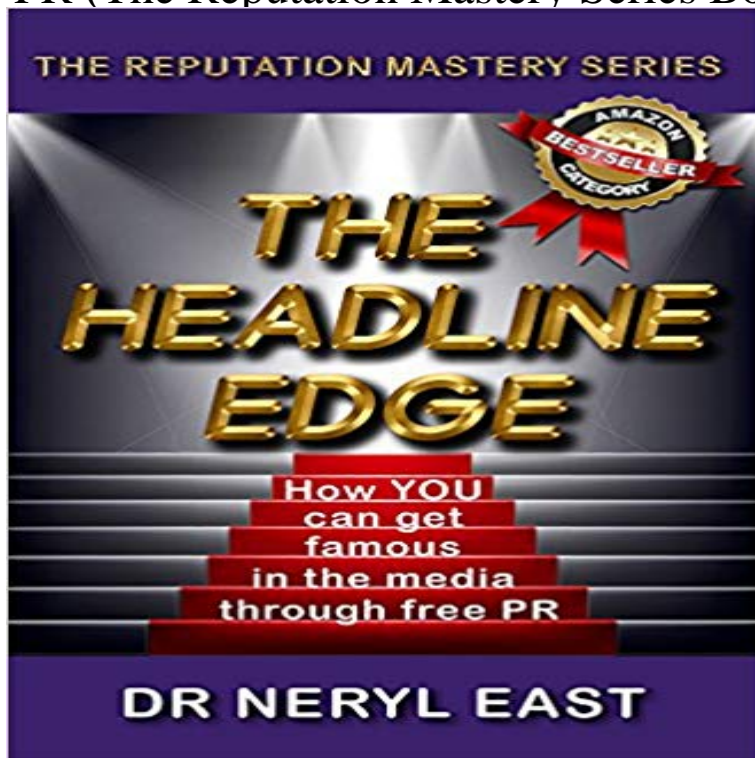


The Headline Edge: How YOU can get famous in the media through free PR (The Reputation Mastery Series Book 1)



In today's reputation-driven economy, what others say to others about your business is critical to your success. Being featured in a positive media story stamps you as a highly credible leader and authority in your field. All businesses have great media stories, just waiting to be told. This book shows you how to make it happen. This book makes it easy for you to become a Media Magnet. A must read if you want to climb the corporate ladder or attract positive attention to yourself, your business or your cause. Susie Elelman AM - Author, Radio and TV Broadcaster As someone who has spent 30 years in the industry, I can testify that this is a masterly insiders guide to the workings of the media. Stuart Howie Flame Tree Media, former Editorial Director, Fairfax Regional Media.

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