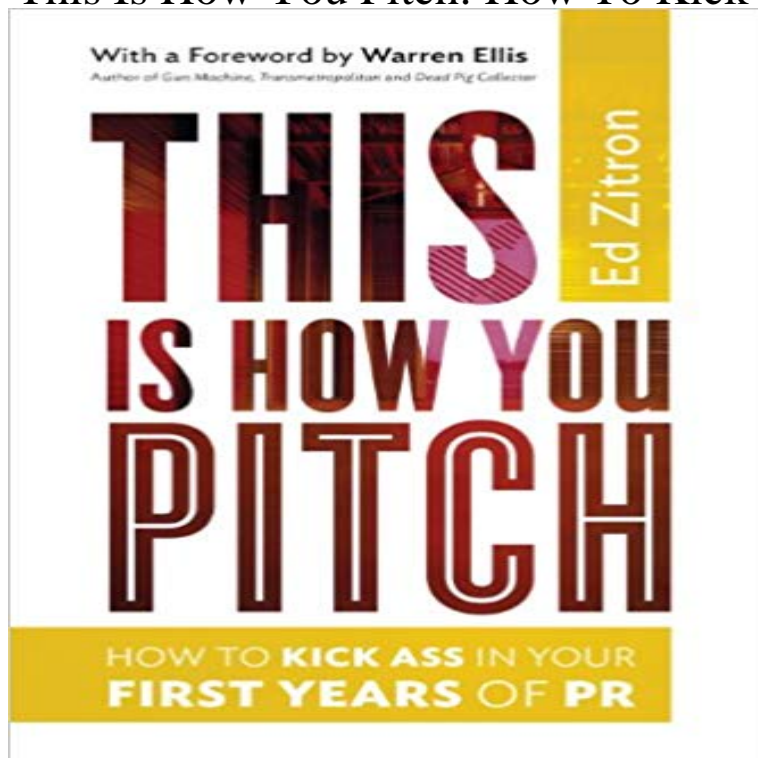


This Is How You Pitch: How To Kick Ass In Your First Years of PR



So you want to work in PR? Does the idea of glamorous parties, open bars and rubbing elbows with the rich and famous sound like an exciting career for you? Then neither this book or a career in Public Relations are for you. This book will teach you all you need to know about public relations, from what to do on your first day at your desk to how to start your own PR agency or run in-house for another company. You'll learn the core skill of the business: pitching. It'll also tell you how to avoid becoming a buzzword-spitting automaton that the media will hate. Written by a PR veteran who has done it all and made every mistake along the way This Is How You Pitch is an honest, direct guidebook to Public Relations and how to survive your first years in the business and how to turn it into a prosperous, fulfilling career.

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This Is How You Pitch: How To Kick Ass In Your First Years of PR In summary: Quick read Practical advice Heavily focused on email pitching. A good read on pitching the media, I found it interesting that Ed **This Is How You Pitch: How To Kick Ass In Your First Years of PR, A** : This Is How You Pitch: How To Kick Ass In Your First Years of PR (9780989608046) by Zitron, Ed and a great selection of similar New, Used and **This Is How You Pitch: How To Kick Ass In Your First Years of PR** This Is How You Pitch has 151 ratings and 18 reviews. Justin said: Decent information but not much that you cant already find online. Would have liked i So you want to work in PR? Does the idea of glamorous parties, open bars and rubbing elbows with the rich and famous sound like an exciting career for you? **This Is How You Pitch: How To Kick Ass In Your First Years of PR** Editorial Reviews. Review. Ed has actually managed to write a book about PR that was both useful and enjoyable, which is nothing short of remarkable. **This Is How You Pitch: How To Kick Ass In Your First Years of PR** This Is How You Pitch: How To Kick Ass In Your First Years of PR [Ed Zitron, Warren Ellis] on . *FREE* shipping on qualifying offers. So you want to **The PR Pitch - Book Review: This is How You Pitch** This Is How You Pitch: How to Kick Ass in Your First Years of PR By Ed Zitron Background Attended University of Wales, Aberystwyth **This Is How You Pitch by erin REILLY on Prezi** So you want to work in PR? Does the idea of glamorous parties, open bars and rubbing elbows with the rich and famous

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