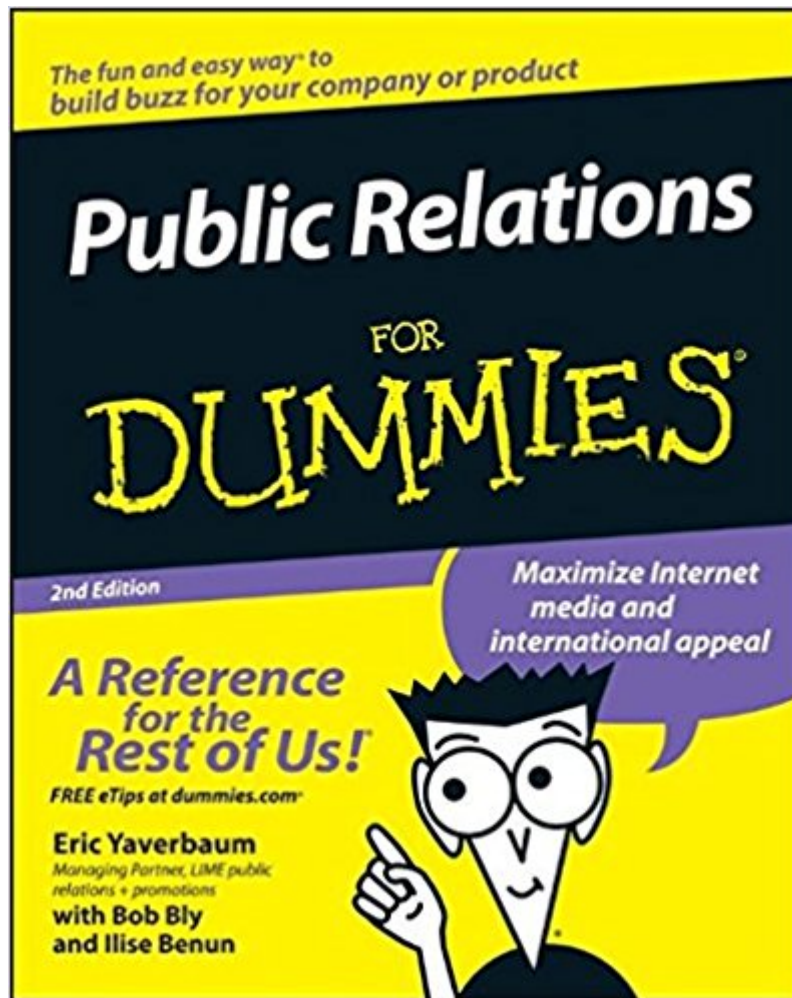


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# Public Relations For Dummies



## Synopsis

Proven techniques that maximize media exposure for your business A seasoned PR pro shows you how to get people talking When it comes to public relations, nothing beats good word of mouth. Want to get customers talking? This friendly guide combines the best practical tools with insight and flair to provide guidance on every aspect of PR, so you can launch a full-throttle campaign that'll generate buzz -- and build your bottom line. Discover how to \* Map a winning PR strategy \* Grab attention with press releases, interviews, and events \* Cultivate good media relations \* Get print, TV, radio, and Internet coverage \* Manage a PR crisis

## Book Information

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Average Customer Review: 3.6 out of 5 stars See all reviews (14 customer reviews)

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## Customer Reviews

I was foolish enough to buy this from and it convinced me never to buy again any title that has the suffix ..for dummies. It is completely worthless, it is not a how to and it contains no purposeful concept for any sort of PR activity. If this edition has the additional CD... its worthless too, contain a complete crock of useless shareware and 30 day trial software. The book is one long self-penned hagiography about how wonderful the author is and what a genius at PR he is. Well where this book is concerned that's true. It goes on at length discussing a thin veneer of material with little or no clear plan of attack. The book itself is an exemplary example of all that is wrong with PR. It is some exhausted title in a pre-remaindered condition that has been re-furbished in the emperor's new clothes that is the signature of the For Dummies title. Splash on a bit of yellow and black, slap in a few moronic cartoons and before you know, it a load of old cobblers is as bright as sixpence. However it is called For Dummies for a reason- stumping up 20 pounds for this easily sorts the men from the Dummies. I, regretfully fall into the latter category in this case. But never again

Wiley and Hungry Minds, never again.

I was at a disadvantage because there were no reviews of this book available prior to my purchase. Here is my remedy to that. Having my own business I wanted to learn how to utilize my opportunities at public speaking and appeal to the audience, media opportunities, and generally looking good. This is honestly the first "for Dummies" book I have purchased and wanted to take back. This book was written from the perspective of a PR person to other PR people/businesses. It is by no means directed or truly beneficial to the private business owner like myself trying to utilize the media and how to appeal to the public as the foremost authority. Save your money and find another book.

I can't speak for Yaverman, but I know for certain that neither Ilise Benun nor Bob Bly is a practicing PR pro. Benun's main biz is helping solo or small business people -- mostly graphic artists but also marcomm/PR folks -- get new clients. This might include self-PR, but she's not a PR expert by any means. In one of her books, she advises you never to bill by the hour -- something that will come as a big surprise to most of the PR agencies out there!! Bly started out in PR more than two decades ago, but quickly shifted focus to become a well known freelance copywriter -- mostly collateral materials and direct mail/communications. The "Dummy" people didn't pick the right authors here.

Well written and simple to follow. Worth reading more than once, as the author gets you thinking with how to apply the information to your situation, to your area of business or activity. When I finished, I felt I had / have a better understanding of Why PR and what one is trying to do with PR. It is simple enough that it is fairly easy to follow, yet broad enough to get one thinking with other possibilities of how can you use this in your field? The creative examples also get you thinking with the information. It is definitely the kind of book you would want to read more than once. Also, I would say the way it is laid out, it is easy to find the immediate chapters that apply to what you need to deal with right now, whether it's a PR flap or an immediate PR opportunity. It is nicely tied in to marketing as well, and shows the relationship between the two and how they work together.

I find that Dummies book is well organized yet basic in presenting real strategies. Here's a book I would recommend Guerrilla P.R.: How You Can Wage an Effective Publicity Campaign...Without Going Broke

This is a great introduction to developing a public relations strategy for a business or a non-profit.

I've found it very useful for both.

This is a must read for those who need to know more about promotion. My main criticism is that the hard copy version I received was first published in 2006 and I could see limited signs of revision.

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