

Profit and Prosper with Public Relations

Rhonda Rees



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Award-winning PR expert Rhonda Rees offers her candid insights into the fascinating world of public relations. Having spent the past 30 years handling hundreds of campaigns, she takes the reader on a journey covering the ins and outs of the business from an insider's perspective.

This user-friendly, practical, and down-to-earth guide is filled with personal anecdotes, references, and best-kept secrets, some of which you will not find anywhere else. It serves as an invaluable tool, giving a comprehensive history lesson about the ever-evolving field of public relations.

As an added benefit, Profit and Prosper with Public Relations® provides readers with an essential CD that is filled with hundreds of national and international PR industry resources.

- Find Out How to Create a Winning PR Campaign
- Understand What the Pros Know
- Become More Knowledgeable About New High-Tech PR Strategies
- Find Out What the Media Want and the Best Way to Deliver It
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