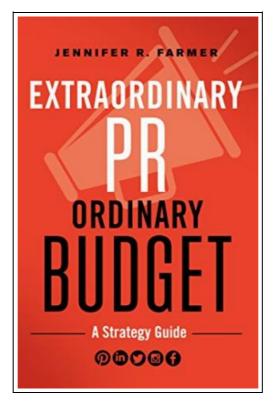
# **EXTRAORDINARY PR, ORDINARY BUDGET (Paperback)**



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## Reviews

This is the very best publication we have read through right up until now. It is one of the most incredible book we have read through. Once you begin to read the book, it is extremely difficult to leave it before concluding.

(Miss Celia Volkman)

## EXTRAORDINARY PR, ORDINARY BUDGET (PAPERBACK)



BERRETT-KOEHLER, United States, 2017. Paperback. Condition: New. Language: English . Brand New Book. Low Cost, High Impact! Public relations is a make-or-break factor for all organizations, especially those that are small or mission driven. While it can be tempting to think that PR is a luxury only larger organizations can afford, PR expert Jennifer R. Farmer shows how her CCRR framework-being credible, creative, responsive, and relentless--is the silver bullet for even cash-strapped organizations. Farmer emphasizes that effective public relations is in fact an essential component of organizational development--people need to know about you for your organization to have maximum impact. Her CCRR framework leverages tools everyone has access to, from social media to brand transparency, and requires attentiveness more than money. Farmer shows you that, no matter how modest your budget, you can build a cost-effective communications strategy that will help you break through the noise in an information-overloaded world.



## Other eBooks



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Createspace, United States, 2015. Paperback. Book Condition: New. 279 x 216 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Fifty Years Hence is a quasi-fictional work by Robert Grimshaw, a professional...

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