



This Is How You Pitch: How to Kick Ass in Your First Years of PR (Paperback)

By Ed Zitron

Sunflower Press, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. 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. 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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