



Spin : How to Turn the Power of the Press to Your Advantage

By Sitrick, Michael S.; Mayer, Allan

Regnery Publishing, 1998. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Kim Basinger, Kelsey Grammar, Exxon, and Greyhound all turn to him when they need help handling embarrassing public issues and legal complications. Now, the world's most revered spinmaster divulges the true stories behind the explosive celebrity scandals. Sitrick also reveals "step-by-step" his secret strategies for managing the press, and provides an outline for crisis management that organizations, small businesses, and even individuals can adapt for their own use. Dubbed "The Wizard of Spin" by the Los Angeles Times, Michael S. Sitrick is chairman and CEO of the Los Angeles-based Sitrick and Company. Sitrick appears regularly on all the major talk shows and is a speaker at many corporate conferences. "Spin" is Sitrick's first book.



READ ONLINE
[6.66 MB]

Reviews

Good eBook and useful one. It is amongst the most remarkable ebook i actually have study. You can expect to like the way the article writer publish this pdf.

-- Prof. Armand Senger DVM

Absolutely essential go through book. It can be rally fascinating through studying period of time. You wont truly feel monotony at at any time of your respective time (that's what catalogues are for concerning in the event you question me).

-- Roberto Leannon