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Guerrilla Pr Michael Levine

Michael Levine has been referred to as the Michael Jordan of entertainment P.R. He has been a Hollywood publicist for decades and worked with celebrities such as Michael Jackson, George Carlin, and Barbra Streisand. In total, he has represented 58 Academy Award winners, 34 Grammy Award winners, and 43 New York Times best-selling authors.

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BRILLIANT!!! Wealth of Knowledge...Priceless!!! I am so thrilled to find this book and I highly recommend it. With utmost respect and highest regards ... aspiring dreamers, and artists alike, will be touched by the Worlds #1 leading PR expert and famous publicist 'Star behind the Stars' renowned Author Michael Levine.

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Levine provides numerous examples of his style of public relations along with corresponding guidelines. Note that this book is not exhaustive and lacks detail. The author prefers that the reader understand the mentality and basic concepts of "Guerrilla P.R." and thereafter fill in the blanks with his own creativity.

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About the Author - Guerrilla P.R.

Michael Levine is an American writer and public relations expert. He is the author of books on public relations including Guerrilla P.R. He has represented 58 Academy Award winners, 34 Grammy Award winners, and 43 New York Times best-sellers, including Michael Jackson, Barbra Streisand, and George Carlin among many others.

Michael Levine (publicist) - Wikipedia

When Levine came out 11 years ago with the book Guerrilla PR, he empowered small businesses and individuals with the street savvy to wage major full-court press blitzes with success. His new book, Guerrilla PR: Wired, is the evolution of that savvy transferred into the world of the Internet.

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Over the past 30 years, Michael Levine Media has had the honor of representing 58 Academy Award winners, 34 Grammy Award winners, 43 New York Times best-sellers.

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Nothing "Guerrilla" About This Book This is a really good guide to basic PR without a single instance actual guerrilla approach. Essentially, Levine mixed up words "cheap" and "guerrilla". He failed to bring up any significant digital PR opportunities, despite his attempt to stay in touch with the trends.

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