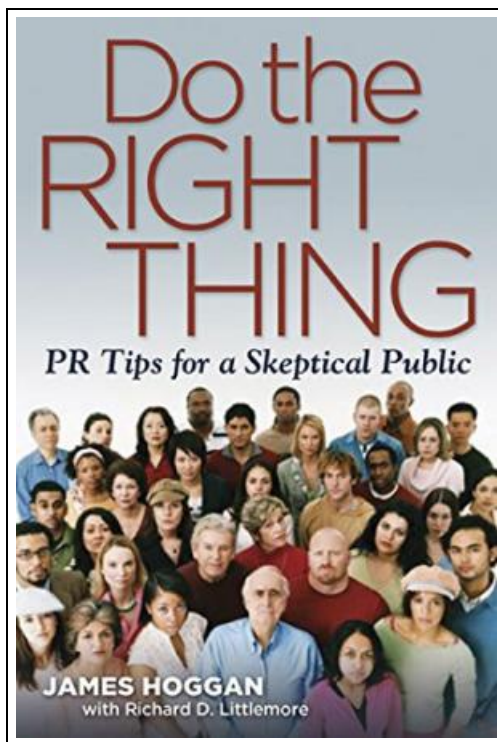


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DO THE RIGHT THING: PR TIPS FOR A SKEPTICAL PUBLIC (PAPERBACK)



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Capital Books (VA), United States, 2009. Paperback. Condition: New. Language: English. Brand new Book. In the age of cynicism, this is a refreshing book of PR tips, tactics and strategies for earning customer trust, employee loyalty, and goodwill among all those who are important to your business. In the current climate of mistrust people are not just tired of cute advertising and glib PR spin; they are openly hostile. People have grown disillusioned and distrustful --and if people don't trust you, it is very difficult for them to hear what you are saying. You can't buy credibility or invent it overnight. You have to earn it. You have to establish your reputation carefully and over time. In "Do the Right Thing," public relations professional Jim Hoggan has boiled the best lessons of an award-winning career into 200 readable and practical tips on how to make yourself understood in a noisy and confusing world, and especially how to gain and maintain public trust--not with press releases and spin, but by doing the right thing. This is "news you can use," a collection of easy-access advice outlining techniques have proven "right" for Hoggan clients and will work for you in framing your message, courting media coverage, building a good media relationship, communicating in crisis, planning for crisis management, communicating with investors, using social media to move your message from confrontation to conversation, making the most of every presentation, knowing your audience, recruiting friends and influencing critics, and communicating with your employees. For those who want to dig deeper into the public relations strategies, "Do the Right Thing" delves into some worrying research and case studies on how - and how badly - the PR industry has lost the public's trust. It then looks at the emergence, and the importance, of social media...



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