



100 Great PR Ideas : From Leading Companies Around the World (100 Great Ideas)

Jim Blythe

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Ideas provide the fuel for individuals and companies to create value and success. Indeed the power of ideas can even exceed the power of money. One simple idea can be the catalyst to move markets, inspire colleagues and employees, and capture the hearts and imaginations of customers. This book can be that very catalyst. Each PR idea is succinctly described and is followed by advice on how it can be applied to the reader's own business situation. A simple but potentially powerful book for anyone seeking new inspiration and that killer application.

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