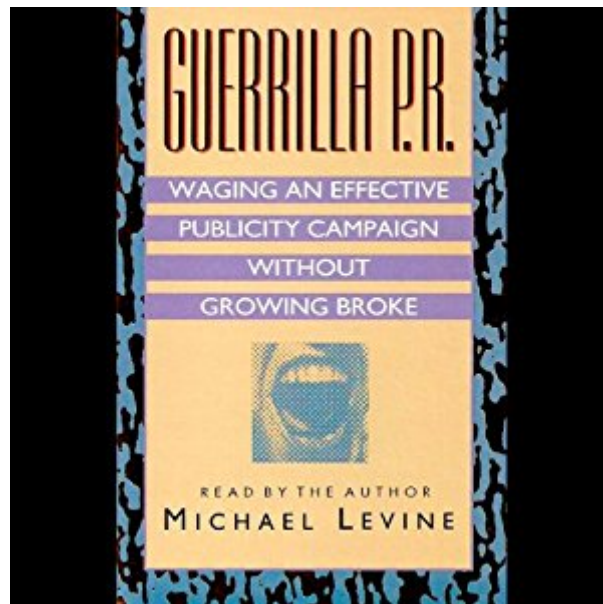


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# Guerilla P.R.: Waging An Effective Publicity Campaign Without Going Broke



## Synopsis

[MP3CD Audiobook in vinyl case.] [Read by Christopher Hurt] Every Fortune 500 corporation, movie star, and scandal queen can attest to the fact that a good publicist is essential to building success and maintaining public support. If you are a small business owner, an entrepreneur, or an undercapitalized beginner seeking an edge in a highly competitive arena, here are the resources necessary to mount your own campaign and get the media exposure you need. In clear and concise language, Michael Levine, one of the top public relations counselors in the country, reveals the same procedures he uses every day to get press on major stars -- and how those strategies can be utilized on little or no budget. Using case histories and tips from his own experiences, Levine shows you how to think like a publicist and map out a strategy for success. --This text refers to the MP3 CD edition.

## Book Information

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## Customer Reviews

I have had the good fortune of working with some of the top publicists in the country over the last 22 years, and wish that I could have read this book first. It would have made me much more effective in working with them, and also could have avoided a lot of their fees. The advice is sound, based on my own experiences with a 37 city book tour in 1999. What it took me 37 cities to learn, you could glean from just reading this book. I envy you this opportunity. Whatever your budget or appetite for public relations, the book will help you design and implement an effective program. It covers all of the basics, except for the Internet (which wasn't really a factor when this book was written). You will learn how to put out a press release, hold a press conference, do interviews, and create media

events. Most of these things can be done relatively inexpensively, certainly at lower cost than with advertising. I especially liked the high ethical standards that the book sets. It's easy to cut corners, but that is both wrong and eventually becomes ineffective. May your 15 minutes of fame come soon as a result! Seriously, public relations is a highly effective way to introduce potential customers to your products or services. It serves a good secondary purpose of helping you think through your message and who your audience is. This book does a good job of giving you questions to help you do both of these tasks. Follow this advice, and your business should be more successful within a year. Remember Mr. Levine's advice though, it's quality . . . not quantity . . . that counts.

I bought Levine's book to help me promote myself when I struck out on my own as a freelance copywriter. The book did more than help me promote myself--it gave me an outlook that reordered my relationship with my clients. And, oh yeah, helped me make stacks (small stacks, but stacks nonetheless) of money in the process. Specifically, the book provides tips and formats that allow writers of average ability to present themselves as professionals. The book's conversational style and logical, progressive organization make it both an easy read and a quick reference tool. Also, the book gives advice and starting reference materials to help PR novices get off the ground on their contact databases. Mostly, though, the book gave me an attitude--a concept of the way PR ought to be done. This has led to about 90% of my business being PR related. Thanks, Michael!

This book is written as if Michael Levine was sitting across the table from you sharing gems of wisdom from his many years of entertainment P/R experience. He takes the beginner under his wing in a comfortable way--not technical. A primer that, although it doesn't cover every aspect of PR, gives color to that which it does. As the author puts it, he endeavors to show you how to "think like a publicist."

I bought this book in or around 1997 in San Francisco on Union Square. At the time, I worked for a company who couldn't afford a public relations campaign. I carried this book back and forth across the Atlantic, studying and memorizing every scripture. I used it to demonstrate to my employers how they should conduct their efforts. They listened to me, but our plan backfired when the media favored me over their product. Oh, well. As I have read only a handful of books in my life, the author should be flattered I not only read it, but I applied the principles to my personal life with stunning success before reversing course when I did not understand how to handle the media. As of this writing in 2012, I still remember passages, though vaguely. Thank you, Michael Levine. You

impacted and influenced my life in more ways than you might imagine by writing and publishing this book. I hope you write another book.

I have taken several courses on public relations in school. Most of what Michael Levine teaches is totally opposite of what several of my professors have taught me. In all fairness to Levine, perhaps the practices described in his book were sufficient way back when the book was written, but the world has changed quite a bit since then, and the pace of Public Relations has changed along with it. I understand he wrote a follow-up book called Guerrilla PR Wired which pertains to using the internet as a valuable PR tool, but I know that using his outdated techniques, even with the help of the internet, would still not be the least bit helpful. I certainly would not recommend this book to other students who are preparing for a career in the field of PR.

I think that Guerrilla PR is a great book for anybody that is looking to learn about the field of public relations. I am relatively new to the field, and I feel like I learned a great deal from reading this book. The author writes in a very comfortable style, as if he is having a conversation with you. There is a lot of warmth and humor in the writing. And my favorite thing about the book is how the author always made sure to give examples in order to further illustrate what he is talking about. If you are curious at all about the world of PR, this book is a great place to start.

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