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Marketing public relations book pdf

PRontheGO: 8 books on public relations that you should read We ask leading PR and media experts to recommend books on public relations that you should read. Experts explain what startup & creative founders can learn from the author and publishing to improve their PR skills. Here we go:1) How to Win Friends & Influence PeopleHow to Win Friends & Influence People: Dale Carnegie is a classic that will teach you many things about public relations. Written in 1936 by Dale Carnegie, this book has sold over 15 million copies worldwide and is a masterpiece in the science of human interactions. This book emphasizes that you should genuinely be interested in people and that you should listen to them carefully. It gives you tips, even always remember the name of the person you're talking to because that's music to your ears. Finally, it teaches you to always put yourself in each other's shoes so you can feel and see things from your perspective. — Recommendation from Norhanie Pangulima, content marketing executive at Jacob J. Sapochnick's Law Firm It's not a PR book in itself, but I always recommend that people in PR read How to Win Friends and Influence Dale Carnegie's People. Sometimes I think that people forget the relationship part of the advertising and journalist relationship and that journalists are also people and not just a means to an end (also known as customer placement). I subconsciously still remember Carnegie's advice when launching a journalist or interacting with them on social media or in person (and even in my non-work life)Becoming genuinely interested in other peopleRemember that a person's name is for that person the sweetest and most important sound in any languageTalk in terms of the interest of the other personTry honesty to see things from the other person's point of view— Christina Valle's recommendation , Director of PR Relations at Wave Collective2) Trust me, I'm lying: A great online PR strategy book and marketing is 'Trust me, I'm lying: confessions of a media manipulator' by Ryan Holiday. Holiday includes amazing stories from their own experiences with viral creative, online marketing strategies and PR campaigns, and gives readers a project of how they can achieve similar results. It's a great mix of case studies and real-life examples combined with how to advise and read to any business person or marketer who wants to filter your brand image online or blow your growth online. — Recommendation from Stacy Caprio, founder of Her.CEO Trust me, I'm lying is a great read for PR people, regardless of the stage of their career, but it's invaluable to startups. Throughout the book, Ryan Holiday tells his story of manipulating the media to have his story The book is not only informative, but it is also funny, making it an easy read. Perhaps the most valuable lesson we can draw from the book is the concept of dripping the media. I think many times, especially when we're starting out and trying to prove ourselves, we too much emphasis on landing the big story. We want Forbes or ESPNs to tell our story, but smaller media can be just as important in today's media landscape. People are reading blogs and messages more often than they are their city's daily newspaper. Trickle Up Media is the idea that, increasingly, the main media are getting ideas from blog stories or event tweets. In short, do not forget the small but powerful media, because they can take you straight to the placement of your dreams with one of the main ones. — Recommendation from Paige Berger, Public Relations Strategist at BAERING3) The Strategic Storyteller Alexander Jutkowitz's Strategic Storyteller is a comprehensive and practical guide to telling transformative stories and is an actionable guide to how today's communicators should approach the development of a narrative. Sooner or later we will all be invited to tell stories in the course of our professional lives. They will ask us to make a case for ourselves, our work, our companies and our future. The Strategic Storyteller tells you how. — Recommendation from Steve Hirsch, Director of Account Strategy at SJR in NYC4) The PR Masterclass Check out 'The PR Masterclass' by Alex Singleton, journalist and PR consultant. This is the clearest and easiest-to-digest book I've ever read about public relations with some fantastic examples and insights. Highly recommended. — Recommendation from Katie Holmes, Editor-in-Chief of OutwitTrade5) The New Marketing and PR Rules Being a marketing professional, I learned that public relations and marketing are two concepts that I believe cannot be completely separated. This was proven when I came across this book — The New Marketing and PR Rules: How to Use News Releases, Blogs, Podcasting, Viral Marketing and Online Media to Reach Buyers Directly by David Meerman Scott.This book is a guide, complete with action plans that take you through the step-by-step process of using the worldwide web to your advantage in order to cultivate relationships with the public and ultimately generate leads. — Recommendation from Samantha Moss, Editor & Content Ambassador of Romantic: The New Marketing and PR Rules of David Meerman Scott — In this digital age, every company must have PR plans that incorporate digital strategies. However, many professionals may not know where to start or think it will be expensive. Whether you're looking to reschedule, start or grow your business, this book is your guide. David teaches readers how to develop digital PR and marketing plans, the latest social trends, how to amplify their message about all online noise and more. — Recommendation by Tommia Hayes, Communication and Digital Marketing Professional at Community Health Charities6) Ogilvy an AdvertisingOgilvy on Advertising was published in 1963. There are so many principles lead to the current era of marketing and public relations. You will learn fundamental beliefs that have helped Ogilvy grow his marketing and company that can be taken for tactics and execution today. Below are some of my favorite quotes that still apply to our PR and digital agency: If we don't sell, it's not creative. Never stop testing, and your advertising will never stop improving. The best ideas come as jokes. Make your thinking as funny as possible. — Recommendation from Jason Parks, President of Media Captain7) The Father of Spin: Edward L. Bernays and the Birth of Public Relations My Recommendation, and something I give my employees is The Father of Spin: Edward L. Bernays and the Birth of Public Relations, by Larry Tye. It's not so much a how-to book, but a pleasant story of the profession. Following Bernays' life and campaigns, the reader gains appreciation for how PR can affect people's behavior. Why do we eat bacon for breakfast? How did Ivory Soap become a runaway bestseller? It is certain that some of his achievements in a more naive time may seem dubious to us now (bacon, women smoking), but the narrative here will make any public relations professional recognize that no matter how many decades or how many changes in the media landscape exist, the basic principles of good PR do not change. — Recommendation from Julie D. Taylor, director of Taylor & Company8) Building a story brand Hands Down from the book that changed the game for me was Donald Miller's Building a Storybrand. It's full of inspiring stories that make it easy to read, and the best of all your strategies really work. I can say that when I started applying their strategies to my own business, I saw engagement and conversions increase. It's really a must for anyone who wants to improve their PR skills and attract customers and more paying opportunities. — Recommendation from Angela Mastrogiacomo, Founder/CEO of Muddy Paw PR I recommend 'Building a Story Brand' by Donald Miller. While I've been in the industry for over a decade, I still found Donald's strategy of putting his clients and their needs and making them the superhero of his story to be fascinating and useful to our clients and the work we do for them. I would recommend buying a physical copy as it includes several spreadsheets and practical exercises to get the creative juices flowing and really take you through how you can create your brand history (or your customer's brand history). If you buy through Audible or another listening app, it also offers these exercises on your website. — Recommendation from Jenny Gustafson, Founder & Mind Leader of Like Minds Communications.... PRontheGO.com — The Creative Entrepreneur's Source for RP Hacks... Page 2PRontheGO: 8 books on public relations that you should read We ask leading PR and media experts to recommend books on public relations that you should read. Experts explain what startup & creative founders learn from the author and the publication to improve their PR skills. Here We Go:1) How to Win Friends & Influence PeopleHow to Win Friends & Influence People: Dale Carnegie is a Classic That Goes you a lot of things about public relations. Written in 1936 by Dale Carnegie, this book has sold over 15 million copies worldwide and is a masterpiece in the science of human interactions. This book emphasizes that you should genuinely be interested in people and that you should listen to them carefully. 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