



How to Get Publicity: And Make the Most of It Once You've Got It

William Parkhurst

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Learn everything you need to know about promoting yourself efficiently, effectively, and economically with the indispensable *How to Get Publicity*-- now completely revised and updated! Television, radio, and publishing public relations wizard William Parkhurst offers his proven insider's expertise, using examples and case histories as well as his own tried-and-true methods--covering everything from writing a penetrating press release and booking a successful tour to handling bad publicity and the unlimited opportunities the Internet has to offer. The techniques and media may have changed through-out the years, but the basic steps remain the same on the path to self-promotion--and *How to Get Publicity* is the perfect guide to capturing millions of dollars' worth of media coverage and maximizing your opportunities.

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