



Power Public Relations: How to Get PR to Work for You

Leonard Saffir, John Tarrant

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How do leading organizations win constant media attention, keep company confidence high, and attract valuable new business and top-flight employees? How do public figures and politicians capture the media spotlight and stay in the public eye? And how do successful entrepreneurs and professionals move their businesses and careers in to the fast track? By understanding and capitalizing on that most powerful yet most under-used weapon in the corporate and marketing armory - public relations. Power Public Relations introduces the new PR. No longer a prop to marketing or corporate communications, public relations has become a powerful and pervasive discipline. This book covers the spectrum of PR strategies, showing how they can be used to aggressively engineer public perceptions on corporate, political, legal, and social fronts. In the business world, PR expert Len Saffir introduces PR as an equal partner with marketing in the promotion of products and services, predicting that "sell shops" - integrating PR with advertising and promotion - will soon replace traditional ad agencies. Case histories, such as the marketing of cigarettes in a hostile environment and the effective promotion of controversial causes, demonstrate that this is the wave of the future. In the management of crisis - disasters involving defective products, on-site accidents, or accusations of unethical corporate conduct - this book explains how to use preemptive public relations to develop action plans to contain damage in crisis situations, work with the media, and regain public support. In the political and legal arenas, Power Public Relations explains how well-chosen PR strategies can ally public figures with popular causes or concerns, turn public opinion, and win lawsuits, proxy battles, and personal advancement. Complete with hands-on advice on working with the media, capturing public interest, and building and evaluating a successful public relations program, Power Public Relations will op

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