



PR Superstar: The ultimate toolkit for writing killer press releases (Volume 1)

Susan Haswell

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PR Superstar is designed for everyone who wants to capture the power of press release writing; swiftly and without waffle. From the small business owner to the newcomer in a large marketing or PR department, PR Superstar is written with clarity, vision and insightful tips so that you can take your company to the media instantly, and with surprising results. PR Superstar is based on the author's 20+ years of experience in PR, sales and marketing, and the highly successful training courses that she delivers to companies throughout the UK. From the excellent results of clients and delegates, Sue has distilled the essence of this expertise and training into a short easy-to-read book. The book is peppered with PR case-studies illustrating what works - and what doesn't work, combined with a step-by-step toolkit that takes you through the actual thinking and writing processes of PR. A PR jargon-buster and a good helping of successful press releases, at-a-glance guides to the tools of PR and even a chapter on how to choose a PR agency, make this an indispensable asset for everyone who wants to make their marketing pound, dollar or euro work even harder! PR Superstar is a one-day journey to PR enlightenment.

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