



# PERSONAL PR: Public Relations and Marketing Tips That Work to Your Advantage

*Bruce H. Joffe*

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## **PERSONAL PR: Public Relations and Marketing Tips That Work to Your Advantage** Bruce H. Joffe

In the beginning, Dale Carnegie taught us How to Win Friends and Influence People. Later we learned The Power of Positive Thinking, how to Dress for Success, become One Minute Managers, and appreciate The Art of the Deal. Now, comes Personal PR: Public Relations and Marketing Tips That Work to Your Advantage. Strategically designed and practically oriented, the book's simple suggestions and anecdotes relate how-to-do-it tactics and strategies you'll use to succeed in your business and professional life. On the pages inside, discover how to benefit by utilizing publicity, marketing, advertising, diplomacy, and other promotional practices to tackle your goals and achieve your objectives.

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