

Spin : How to Turn the Power of the Press to Your Advantage



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Reviews

*Merely no words and phrases to describe. I really could comprehend almost everything using this created e pdf. Your daily life period will be change once you full reading this ebook.
(Mr. Ladarius Stoltenberg)*

SPIN : HOW TO TURN THE POWER OF THE PRESS TO YOUR ADVANTAGE



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Regnery Publishing, 1998. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Kim Basinger, Kelsey Grammar, Exxon, and Greyhound all turn to him when they need help handling embarrassing public issues and legal complications. Now, the world's most revered spinmaster divulges the true stories behind the explosive celebrity scandals. Sitrick also reveals "step-by-step" his secret strategies for managing the press, and provides an outline for crisis management that organizations, small businesses, and even individuals can adapt for their own use. Dubbed "The Wizard of Spin" by the Los Angeles Times, Michael S. Sitrick is chairman and CEO of the Los Angeles-based Sitrick and Company. Sitrick appears regularly on all the major talk shows and is a speaker at many corporate conferences. "Spin" is Sitrick's first book.



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