



Brilliant PR: Create a PR sensation, whatever your budget, whatever your business (Brilliant Business)

Cathy Bussey

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Written by the features editor of the leading UK weekly for PR professionals, *PRWeek* and featuring contributions from journalists, PR professionals and small business owners, this book shows you how to successfully use PR to promote yourself and your business.

Covering every aspect of public relations, from identifying your compelling proposition, pitching a story and writing a press release, through to mastering social media and executing a good campaign, it is packed full of insider stories, sample press releases and examples of good PR, so you'll find out how to make a winning impact.

Brilliant Outcomes :

- **Learn how to present yourself or your business to the public**
- **Understand the elements of a PR campaign and how to pitch to the media**
- **Find out how to manage a crisis**
- **Discover the power of social networking and how to get noticed online**

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