



Profit and Prosper with Public Relations

By Rhonda Rees

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Award-winning PR expert Rhonda Rees offers her candid insights into the fascinating world of public relations. Having spent the past 30 years handling hundreds of campaigns, she takes the reader on a journey covering the ins and outs of the business from an insider's perspective.

This user-friendly, practical, and down-to-earth guide is filled with personal anecdotes, references, and best-kept secrets, some of which you will not find anywhere else. It serves as an invaluable tool, giving a comprehensive history lesson about the ever-evolving field of public relations.

As an added benefit, Profit and Prosper with Public Relations® provides readers with an essential CD that is filled with hundreds of national and international PR industry resources.

- Find Out How to Create a Winning PR Campaign
- Understand What the Pros Know
- Become More Knowledgeable About New High-Tech PR Strategies
- Find Out What the Media Want and the Best Way to Deliver It
- Understand How to Enhance Images and Reputations
- Learn Why Newer Trends Play a Part in the Overall PR Mix
- See How Women Are Influencing and Impacting the Industry
- Become More Aware of Specialized Media
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Profit and Prosper with Public Relations By Rhonda Rees **Bibliography**

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Editorial Review

Review

Author and publicist Rhonda Rees has written a brilliant public relations manifesto that teaches anyone—from the novice to the PR veteran—the 'ins and outs' of public relations. It is a much different landscape today for press and media placement, with the Internet now being at the forefront of it all. Publicists will learn not only the basics from Rees in her book, *Profit and Prosper with Public Relations*, but also some of the more sophisticated techniques for attracting the attention of the electronic and printed media outlets in the current marketplace. Things have changed a lot in the PR world, and Rees is in step with all these changes. Chapters on ethics and maintaining a reputation with media outlets are especially useful. --Hal Lifson, Publicist, Entertainment Journalist, Media Consultant, and Author (Hal Lifson's 1966!)

Profit and Prosper with Public Relations is an excellent primer for anyone who is or wants to work in the field. Rhonda Rees has left no stone unturned, sharing stories and experiences she learned as president of the Publicity Club of Los Angeles (PCLA). Rees also shares many valuable resources, including a CD at the end of the book filled with even more. Perhaps most interesting are Rees' insights into how public relations has changed—and not changed—over the years with the advent of the Internet, blogs, and reality TV. A must-read for any PR professional. --Jordan McAuley, Founder, Contact Any Celebrity

I have been a media professional for over 20 years, working as a music and entertainment journalist and public relations writer. Hundreds of publicists have hired me to write for them over the years, and I have asked many at different points to explain to me what they do and what makes them good at it. I got puzzle piece answers but never got a full picture—'til now. Written in a casual, easy-to-follow style that includes great personal anecdotes, how-to's, and bits of humor and charm, Rhonda Rees' informative new book covers all aspects of the PR business and makes it sound both fascinating and enticing. Chronicling her own history in the field, she also explains the many ways in which emerging technologies have impacted the business. PR is not for the timid or faint of heart, but if one thinks they have what it takes, Rhonda's book is an essential primer about the nuts and bolts of PR and so much more. --Jonathan Widran, Entertainment Journalist and PR Writer

About the Author

Rhonda Rees is an award-winning veteran in the field of public relations. In her 30-year career, she has represented a wide variety of clients, including authors, celebrities, Fortune 500 companies, manufacturers, attorneys, politicians, financial planners, and nonprofits. She has been instrumental in creating PR campaigns that have garnered extensive media coverage in newspapers and magazines, and on radio, television, and the Internet.

A sought-after speaker, Rhonda lectures extensively on the subject of public relations to businesses, universities, and organizations. In addition, she has appeared as a guest on both local and national television programs, and has been featured on news broadcasts, including National Public Radio.

Over the years, Rhonda has served as president of the Publicity Club of Los Angeles and as a public relations and marketing counselor for Entrepreneur's Network International. She was appointed to the Public Relations Advisory Committee at California State University, Northridge, and was also listed in the Who's Who Directory of Global Business Leaders.

Rhonda is an active member of professional business and civic organizations, and her affiliations have

included memberships in Los Angeles Advertising Women and the American Advertising Federation (AAF).

Users Review

From reader reviews:

Melanie Moore:

This Profit and Prosper with Public Relations is great e-book for you because the content and that is full of information for you who also always deal with world and get to make decision every minute. This kind of book reveal it information accurately using great organize word or we can say no rambling sentences included. So if you are read it hurriedly you can have whole information in it. Doesn't mean it only provides you with straight forward sentences but tricky core information with wonderful delivering sentences. Having Profit and Prosper with Public Relations in your hand like keeping the world in your arm, details in it is not ridiculous one particular. We can say that no reserve that offer you world inside ten or fifteen minute right but this book already do that. So , this really is good reading book. Hey Mr. and Mrs. busy do you still doubt in which?

Michael Torres:

In this age globalization it is important to someone to obtain information. The information will make someone to understand the condition of the world. The condition of the world makes the information quicker to share. You can find a lot of personal references to get information example: internet, newspapers, book, and soon. You will see that now, a lot of publisher that will print many kinds of book. The particular book that recommended for your requirements is Profit and Prosper with Public Relations this reserve consist a lot of the information of the condition of this world now. This kind of book was represented how can the world has grown up. The vocabulary styles that writer use for explain it is easy to understand. Often the writer made some research when he makes this book. Honestly, that is why this book suitable all of you.

Charlotte Bernstein:

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Suzanne Palmer:

On this era which is the greater man or woman or who has ability in doing something more are more valuable than other. Do you want to become one among it? It is just simple solution to have that. What you must do is just spending your time almost no but quite enough to get a look at some books. One of many books in the top listing in your reading list is usually Profit and Prosper with Public Relations. This book

which is qualified as The Hungry Slopes can get you closer in becoming precious person. By looking way up and review this book you can get many advantages.

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