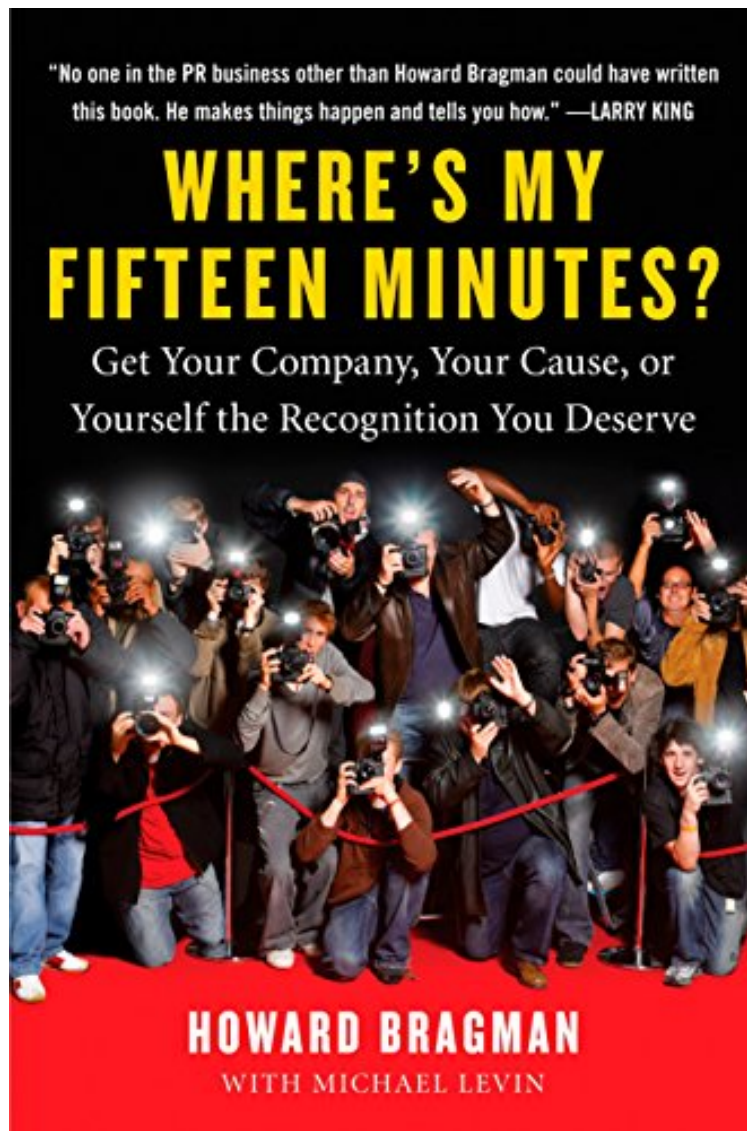


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Where's My Fifteen Minutes?: Get Your Company, Your Cause, or Yourself the Recognition You Deserve

Howard Bragman

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0 of 0 people found the following review helpful. This book is a well told story, an autobiography and a manual of how to better understand the workings of all things-- P.R.By Billy Bob in HotlantaDespite that hersquo;s still well

under age 60, Howard Bragman is a public relations and crisis management legend (except to himself). This down-to-earth, ego controlled and otherwise "nice guy" does a fantastic job of telling the reader both his story and background from his Michigan roots to learning the trade to today where he heads his own, well respected and successful firm. If you want to learn and to better understand the inner-workings of the P.R. world and how it goes hand-in-hand with a celebrity's career management, this book is definitely for you. 0 of 0 people found the following review helpful. Simply the best! The world wouldn't work without PR and Howard ...By Seth Schwabe Simply the best! The world wouldn't work without PR and Howard Bragman is the most skilled, professional, and accomplished man in the biz! Incredible book that is a MUST have if you want to elevate your know-how and navigate the multifaceted arena of public relations! I keep my copy on me for any moment I can squeeze in a chapter! 1 of 1 people found the following review helpful. Public Relations Takes on a New Role By Thomas Payne If you are curious to know about the differences between perception and reality and how those are shaped in the marketplace of ideas, then this is an ideal read. It is one of the few books that truly captures the essence of what it means to be a practitioner of public relations -- from how the publicity machine works to what steps to take when crafting an effective message. For those who have an open mind and are willing to learn, this is the book that can teach you about the modern world of public relations. What it is ... what it means ... and what it does and does not do in shaping the opinions that affect our day to day lives.

An accessible and insightful PR guide from a top adviser to the rich and powerful. Media attention can boost careers, generate millions of dollars, and make dreams come true. It can also destroy reputations and derail carefully laid business plans. All publicity is not good publicity. No one knows this better than Howard Bragman. For more than thirty years he has helped prominent people -- movie stars, business leaders, philanthropists -- get their messages out, in good times and bad. His book won't make anyone famous overnight, but it will help readers understand the changing world of today's PR. If your public's perception doesn't match reality -- if you are a better person, offer a better product, or stand for a better cause than anyone realizes -- you need help. Bragman shows how to: Understand your real target audience Respect what the media needs and wants Give memorable interviews, even during a crisis Handle the new challenges of the Internet age He illustrates his lessons with juicy examples, from Frank Sinatra and Madonna to Coca-Cola and Monica Lewinsky. Whether you're trying to build a business, advance your career, or change the world, there's much to be learned from Bragman's insights and experience.

From Publishers Weekly With 30 years in public relations, Bragman offers an insider's perspective on creating -- or refurbishing -- a personal image or brand. His book reads like a who's who of his celebrity clients, from Cameron Diaz to Paula Abdul, lending a sensational quality to the text; Bragman is more on point when he sticks to such details as building a believable and authentic image, describing the finer points of creating an effective Internet presence and knowing when to seek publicity. He makes canny observations about the melding of public relations and the new media and sharp advice on how to navigate the divide between perception and reality. But there remains a schizophrenic quality to the book, as readers are instructed to apply celebrity PR and media relations techniques wisdom to their daily lives; the author claims his methods will benefit everyone from the local environmentalist trying to effect change to the state representative looking for a writeup in the hometown paper. But Bragman's arguments are more apropos for the glitterati and not for the fictional PTA bent on a recycling initiative. (Jan.) Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. About the Author Howard Bragman is CEO of the public relations agency Fifteen Minutes and the founding partner of Bragman Nyman Cafarelli, the largest entertainment PR firm in the world. He has represented some of the most famous celebrities, companies, and events in the world. He appears regularly on television to comment on entertainment and cultural issues.