

I Need a Killer Press Release--Now What???: A Guide to Online PR PDF



by by Janet Meiners Thaeler : **I Need a Killer Press Release--Now What???: A Guide to Online PR**

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PDF-f7866 | If you are a small to mid-size business owner who wants to understand online news promotion, or work for a PR firm who wants to add online optimization and SEO to your press releases, this book is written for you. Learn to identify trends and find local angles that will capture both journalist attention and deliver online visibility. 'I Need a Killer Press Release--Now What???' is filled with use... *I Need a Killer Press Release--Now What???: A Guide to Online PR*

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