



Careers in Public Relations (Paperback)

By Institute for Career Research

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. PUBLIC RELATIONS PROFESSIONALS ARE image makers. They painstakingly craft the way the public views businesses, organizations, celebrities - anyone or anything of note. If people know about it, chances are the credit goes to a public relations professional working hard behind the scenes. PR specialists crave the spotlight for someone else. They mark success by seeing their client s name in lights. Publicists never hesitate to sing the praises about anyone or anything they represent. A PR pro cannot wait to get asked the question: So what s new? When you are in the public relations field, if there is one person who does not know about your client, you have work to do. Public relations is a hard-charging, nonstop, take-no-prisoners business, where you get the buzz going about your client and keep it going day after day. Your goal is to set the trends, not follow them. People who work in public relations shy away from nothing. Pushing the envelope is par for the course. You are encouraged to come up with innovative, over-the-top ways of getting...



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