



Be Your Own Best Publicist: How to Use PR Techniques to Get Noticed, Hired, and Rewarded at Work

By Jessica Kleiman, Meryl Weinsaft Cooper

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Be Your Own Best Publicist: How to Use PR Techniques to Get Noticed, Hired, and Rewarded at Work By Jessica Kleiman, Meryl Weinsaft Cooper
Use creativity to stand out from the competition

Through humorous, informative anecdotes plus user-friendly tips and exercises, **Be Your Own Best Publicist** will arm you with the confidence, knowledge and tactics to help you market yourself in the workplace.

Jessica Kleiman and Meryl Weinsaft Cooper have a combined 30-plus years experience in the public relations industry, having worked both in-house and on the agency side.

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Editorial Review From Publishers Weekly

Kleiman and Cooper are both accomplished public relations professionals (Kleiman having spearheaded PR for Hearst Magazines for 10 years), experienced in the use of public relations tools both classic, such as image shaping, positive language, and simple communications goals, and contemporary, like effective use of social media and managing your online presence. With their first book they seek to provide readers with both sets of tools, and a good amount of advice for how to use them. They believe that even non-celebrities can have a brand, and use this guide to gain promotions, raises, and other career successes. To that end, they offer readers simple suggestions, like run a spell check before sending a cover letter, never send an angry email, and always dress like you may have a networking opportunity (which means different things depending on your industry). The authors' style is straightforward, occasionally funny, and refreshingly free of pretention, resulting in a highly readable guide that may not be news to many, but just might save the skin of the few not already "in the know."

(c) Copyright PWxyz, LLC. All rights reserved. Review

"Be Your Own Best Publicist is your guide to standing out from the competition. From developing a communication plan to networking effectively, Jessica and Meryl will teach you everything you need to know about how to leverage PR for career success."

--Dan Schawbel, #1 international best-selling author of *Me 2.0*

"There's no marching band coming to play your tune, so it's up to you to make some noise at work. Jessica and Meryl lay out specific tactics to toot your horn, create your own magic, and let your star shine."

--Tory Johnson, CEO, Women for Hire and workplace contributor on ABC's **Good Morning America**

"To reach your goals, you need to have a clear strategy and the confidence to see it through. In **Be Your Own Best Publicist**, Jessica and Meryl show readers how to map out a plan for success using the skills, tips, and techniques that have helped them shine in their own careers."

--Julie Morgenstern, *New York Times* best-selling author of *Organizing from the Inside Out* and *Never Check E-Mail in the Morning*

"It has never been more important to have your own personal brand and to promote what makes you unique--and this goes for executives, small business owners, and everyone inbetween. In **Be Your Own Publicist**, experts Jessica and Meryl have illustrated how to cleverly use PR to build your own brand with some great ideas--not to mention some entertaining stories."

--Martin Lindstrom, brand advisor and author of *New York Times* and international bestseller, *Buyology: The Truth and Lies About Why We Buy* About the Author

Jessica Kleiman is currently VP-public relations for Hearst Magazines, one of the world's largest publishers of monthly magazines. Prior to that, she was director of PR at wedding media company The Knot and spent several years at a boutique PR agency specializing in media. She has guest lectured about publicity at NYU and the Radcliffe Publishing Course at Columbia University and has written for various newspapers, Web sites and magazines.

Meryl Weinsaft Cooper joined DeVries Public Relations as managing director of the Home & Lifestyle division in Fall 2010. Previously, as SVP-partner at L+S, she led programs for a variety of hospitality, spirits and consumer clients. Her PR experience includes stints in art, music and entertainment, including time at the Screen Actors Guild's New York office. She spends her spare time writing and producing films.

Users Review **From reader reviews:**

Ray Davis: The book **Be Your Own Best Publicist: How to Use PR Techniques to Get Noticed, Hired, and**

Rewarded at Work give you a sense of feeling enjoy for your spare time. You should use to make your capable much more increase. Book can for being your best friend when you getting strain or having big problem together with your subject. If you can make looking at a book Be Your Own Best Publicist: How to Use PR Techniques to Get Noticed, Hired, and Rewarded at Work to be your habit, you can get a lot more advantages, like add your capable, increase your knowledge about a number of or all subjects. You may know everything if you like wide open and read a book Be Your Own Best Publicist: How to Use PR Techniques to Get Noticed, Hired, and Rewarded at Work. Kinds of book are a lot of. It means that, science reserve or encyclopedia or others. So , how do you think about this e-book?

Vincent Erickson:The knowledge that you get from Be Your Own Best Publicist: How to Use PR Techniques to Get Noticed, Hired, and Rewarded at Work will be the more deep you digging the information that hide into the words the more you get considering reading it. It does not mean that this book is hard to understand but Be Your Own Best Publicist: How to Use PR Techniques to Get Noticed, Hired, and Rewarded at Work giving you thrill feeling of reading. The copy writer conveys their point in selected way that can be understood by anyone who read the idea because the author of this reserve is well-known enough. This book also makes your own vocabulary increase well. Making it easy to understand then can go along with you, both in printed or e-book style are available. We suggest you for having this Be Your Own Best Publicist: How to Use PR Techniques to Get Noticed, Hired, and Rewarded at Work instantly.

Donnie Matthews:As a university student exactly feel bored to reading. If their teacher asked them to go to the library in order to make summary for some reserve, they are complained. Just little students that has reading's heart and soul or real their pastime. They just do what the trainer want, like asked to go to the library. They go to right now there but nothing reading significantly. Any students feel that reading is not important, boring as well as can't see colorful images on there. Yeah, it is to become complicated. Book is very important to suit your needs. As we know that on this time, many ways to get whatever we would like. Likewise word says, ways to reach Chinese's country. Therefore this Be Your Own Best Publicist: How to Use PR Techniques to Get Noticed, Hired, and Rewarded at Work can make you truly feel more interested to read.

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