



Feeding the Media Beast: An Easy Recipe for Great Publicity

Mark E. Mathis

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Everyday millions of people interact with the news media and yet most of them are completely unaware of the rules of the game. The results are predictable: a few benefit from the most powerful marketing force on the planet, some suffer serious damage, others don't maximize their opportunities and the majority of folks are left wondering how they can grab a piece of the publicity prize. Their success (or lack thereof) would be so much different if only they understood the rules of the game they are playing - or having played because they don't know where to begin. This work addresses a fundamental need of all CEO's, marketing directors, politicians and other leaders: "How can I safely harness the power of the news media to send my message to the public?". It provides the answer to this question through a powerful methodology that demystifies the media process.



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