

## TOP PR EXECUTIVES OFFER BEST PRACTICES FOR REACHING THE CONSUMER

INSIDE THE MINDS

*Developing Public Relations Campaigns* is an authoritative, insider's perspective on the key strategies for creating, implementing, and benchmarking successful public relations campaigns. Featuring Presidents and CEOs representing some of the nation's leading PR firms, this book provides a broad, yet comprehensive overview of the key steps and considerations involved in planning and launching a public relations program. Discussing the optimal campaign development process as well as the role and responsibilities of the CEO in these matters, the authors articulate the finer points of an industry focused on reaching and engaging the consumer. From the importance of hiring the right people and understanding clients' goals to the benefits of utilizing new media and training campaign spokespeople, these authorities offer practical and adaptable strategies for providing excellent client service and building a reputation in the market. The different niches represented and the breadth of perspectives presented enable readers to get inside some of the great strategic minds of today, as experts offer an insider's glimpse into this fascinating industry.

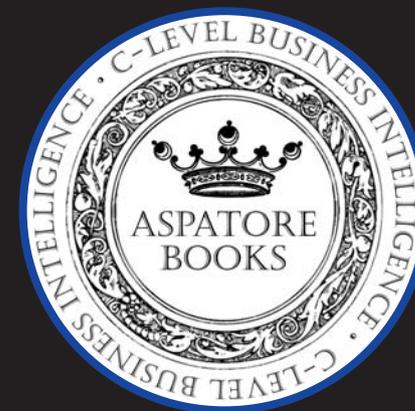
### ABOUT INSIDE THE MINDS:

Inside the Minds provides readers with proven business intelligence from C-Level executives (Chairman, CEO, CFO, CMO, Partner) from the world's most respected companies nationwide, rather than third-party accounts from unknown authors and analysts. Each chapter is comparable to an essay/thought leadership piece and is a future-oriented look at where an industry, profession, or topic is headed and the most important issues for the future. Through an exhaustive selection process, each author was hand-picked by the Inside the Minds editorial board to author a chapter for this book.

DEVELOPING PUBLIC RELATIONS CAMPAIGNS

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TOP PR EXPERTS ON IMPLEMENTING  
A PR PLAN, BENCHMARKING SUCCESS,  
AND ACHIEVING CLIENT GOALS



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