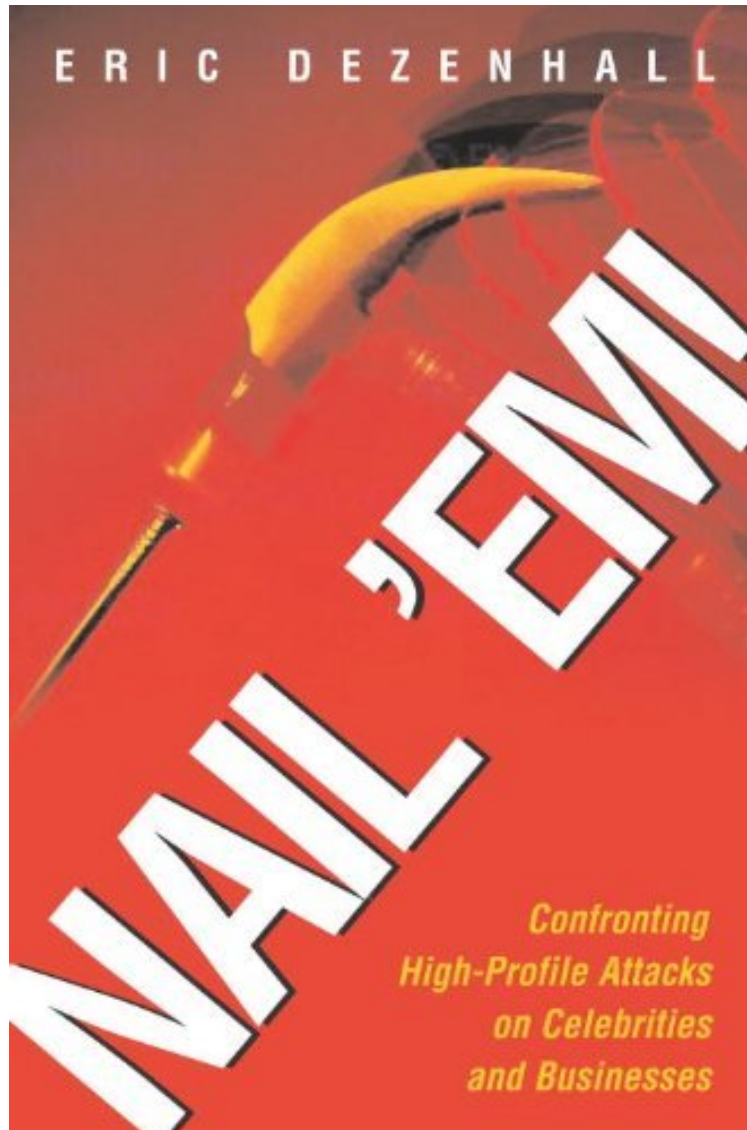


(Ebook free) Nail 'Em!: Confronting High-Profile Attacks on Celebrities Businesses

Nail 'Em!: Confronting High-Profile Attacks on Celebrities Businesses

Eric Dezenhall

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Eric Dezenhall : Nail 'Em!: Confronting High-Profile Attacks on Celebrities Businesses before purchasing it in order to gage whether or not it would be worth my time, and all praised Nail 'Em!: Confronting High-Profile Attacks on Celebrities Businesses:

1 of 2 people found the following review helpful. Simple TruthsBy Bruce VarnerI am familiar with the work of Eric Dezenhall and his firm. He is a respected talent in his business of crisis management, and this book is a must-read. Dezenhall tells the truth that most are afraid to tell: America has become a fertile breeding ground for extorting

greenmailers and frivolous litigation. In this no-nonsense book, Mr. Dezenhall lays out concepts of the "Victim Culture", tactics used by extortioners, the role of the media, and the concept of "Schadenfreude". The key to fighting back lies in understanding your adversary. If you want to hold hands with your attackers and sing "Kumbayah", this book is not for you. If you come to realize that you are in a fight, where your adversary has no interest in resolving differences and just wants to take you down, this book is definitely for you. Great read, and highly recommended! 2 of 2 people found the following review helpful. The best work out today on our media attack culture. By A Customer Dezenhall offers an absolutely outstanding insight into the dark world of planned attack on corporations and well-known people by the likes of 60 Minutes, 20/20, corporate stalkers, and others seeking a few minutes of fame. I highly recommend it for an understanding of where we are today in terms of attacks by headline seekers and disgruntled folks of all kinds. Our family is filled with what I would consider highly ethical journalists, and I have always felt that we are fairly safe in believing something when "we see it" on shows like 20/20. Unfortunately this is not so anymore. Dezenhall's work is a "must read" for those of who love the truth. 5 of 5 people found the following review helpful. a fascinating insight into today's contraversial PR issues By A Customer I attended the author's book signing and after hearing him speak for almost an hour addressing comments and taking questions I did not want the discussion to end. Mr. Dezenhall is brilliant, extremeley funny and very resourceful. He writes the book with the same engaging prose and examples. He singles out the prototypes in many of the highly contraversial clients and situations he deals with in his work. We begin to see a pattern in the victims, villians, vehicles and values of the pr attacks and defences. His strategies and creative comebacks in any given situation are truly impressive.

"We're gonna nail 'em!" That's the threat made against Eric Dezenhall's clients - usually corporations and well-known people - by aggressors trying to launch media-hyped smear campaigns and attacks because they feel they've been wronged, or just because they want publicity. From Pepsi and ValuJet to Michael Ovitz and Kathy Lee Gifford, businesses and celebrities today are finding themselves the front-line targets of attacks by the headline-seekers, the news media, corporate stalkers, disgruntled former employees, individuals looking for a few minutes of fame, and many others. And it's crisis managers like Dezenhall who step in to reduce the damage, fight the bad publicity, and sometimes even turn the wave of negative opinion on the attackers themselves. Nail 'Em! is an exploration of the personalities, conflicts, and motivations involved in such attacks and Dezenhall's unique communications approach to slowing, preventing, and reversing such situations. While illustrating that these attacks are not merely communications problems, but real conflicts that can only be stopped when the aggressor is placed in jeopardy, the author examines the psychology of the attacker, notorious recent cases, his personal experiences, facts versus falsehoods, the role of the news media, and the popularity of victims in contemporary America. Nail 'Em! lays out a blueprint for reclaiming the public's good favor while erasing the attacker's allegations.

"This should be required reading for those interested in the media and anyone who has any doubts as to the truthfulness of what the media is shoveling." -- Bully Magazine, April 11, 2000 From the Publisher "This is a well-written, powerful, and important book. . . . While Dezenhall concentrates on individual victims...it ultimately becomes clear that the real "Em" in the title is all of us." -- Michael Fumento, Senior Fellow, The Hudson Institute, and author of SCIENCE UNDER SIEGE About the Author Eric Dezenhall is a founding partner of Nichols/Dezenhall, a Washington, DC firm that oversees hard news media relations, crises, and marketplace assaults. A graduate of Dartmouth College, he also served in Ronald Reagan's White House Office of Communications.