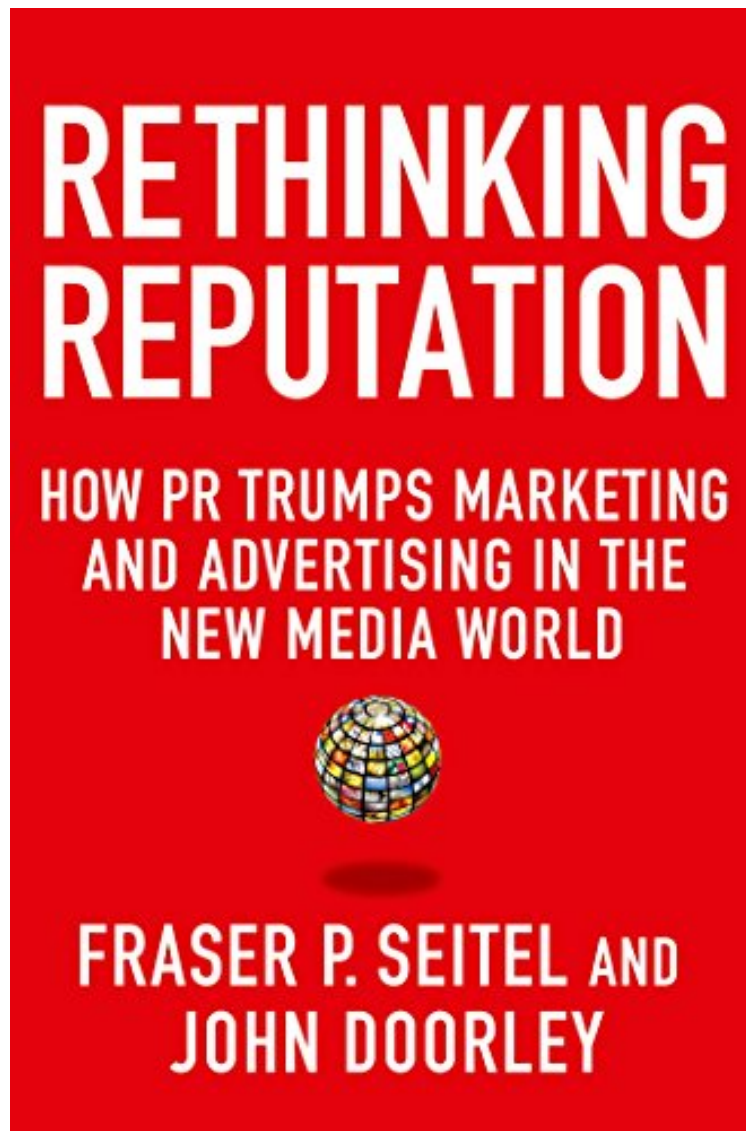


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## **Rethinking Reputation: How PR Trumps Marketing and Advertising in the New Media World**

*Fraser P. Seitel, John Doorley*

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**Fraser P. Seitel, John Doorley : Rethinking Reputation: How PR Trumps Marketing and Advertising in the New Media World** before purchasing it in order to gage whether or not it would be worth my time, and all praised Rethinking Reputation: How PR Trumps Marketing and Advertising in the New Media World:

0 of 0 people found the following review helpful. Fun Read for Communication Professionals By M. A. Netzley Rethinking Reputation was an enjoyable read and took only about half a day to complete. Storytelling is

certainly the strength of this book. Each chapter focuses on a handful of examples to draw the reader in and make a few practical points about public relations. The book is written in simple, plain English that anyone can understand. If you are a student of PR, you will likely find this an useful read. If you are a practitioner, then there are some good general reminders to be found as well. As purely a matter of personal preference, there were a few things that disappointed me. Foremost, the book gave very little time to the topic of reputation. Honestly, the thesis of this book is that PR is better than marketing and advertising. Second, I usually choose books with more substance or research behind them, and in this sense I found the book to be a quick and easy read. Finally, the book is overwhelmingly focused on North America at a time when the world's economic center can be found in the East. Now these are just my personal preferences, and may not be shared by other readers. The book is very well written, the authors clearly know their subject well, and Rethinking Reputation is fun to read. I might note this book as a good starting point for those who are new to PR and ideal for executives who want to quickly understand more about communications.

0 of 0 people found the following review helpful. Good Read for any Student of the Field  
By Natalia Berls  
Rethinking Reputation makes an ideal book for any student of communications. The clearly written case studies with first-hand commentary give the reader an excellent overview of the situation and the summary points at the end of each case provide a helpful wrap up. Communications is an experiential business, and short of actually living through each of these experiences the next best thing is to examine them critically and think through how one would manage in each instance. This book does a service by providing the cases and giving the reader an opportunity to think critically about how they would have handled a given situation while seeing how it was handled from the inside.

0 of 0 people found the following review helpful. My Favorite Definition of Public Relations  
By Steve Satire  
Doorley and Seitel have come up with my favorite definition of public relations: getting caught doing the right thing. Now that's one even my family can understand. "Rethinking Reputation" will be a valuable read for college students or career changers who are trying to decide between a profession in advertising or public relations. For older hands in the industry, the book provides cogent reminders of why "taking the high road" is always the right thing to do.

Good public relations is no longer just icing-it's a strategic imperative more important to your competitive success than even advertising or marketing. This is true whether you're a century-old multibillion-dollar corporation or a penniless startup. In Rethinking Reputation, public relations guru Fraser Seitel and John Doorley, founder of the Academy for Communication Excellence and Leadership at Johnson Johnson, examine a fascinating new set of case studies-including the BP oil spill and the launch of CitySlips-to glean the PR dos and don'ts for the new media world, covering both standard reputation maintenance and crisis management. They also show start-up companies and entrenched organizations how to use the power of word-of-mouth to jump-start business like never before. This is a wake-up call from two industry legends-for public relations professionals as well as entrepreneurs, CEOs, and anyone else tasked with representing their organization to the world. These new media lessons include:

- \* Remember that research is cheaper, and more critical, than ever.
- \* Don't let the perfect be the enemy of the good-launch your idea before someone else does.
- \* Don't get so excited about social media that you forget about traditional media.
- \* In a crisis, you are never offstage.
- \* Never lie, never whine, and never try to predict the future!