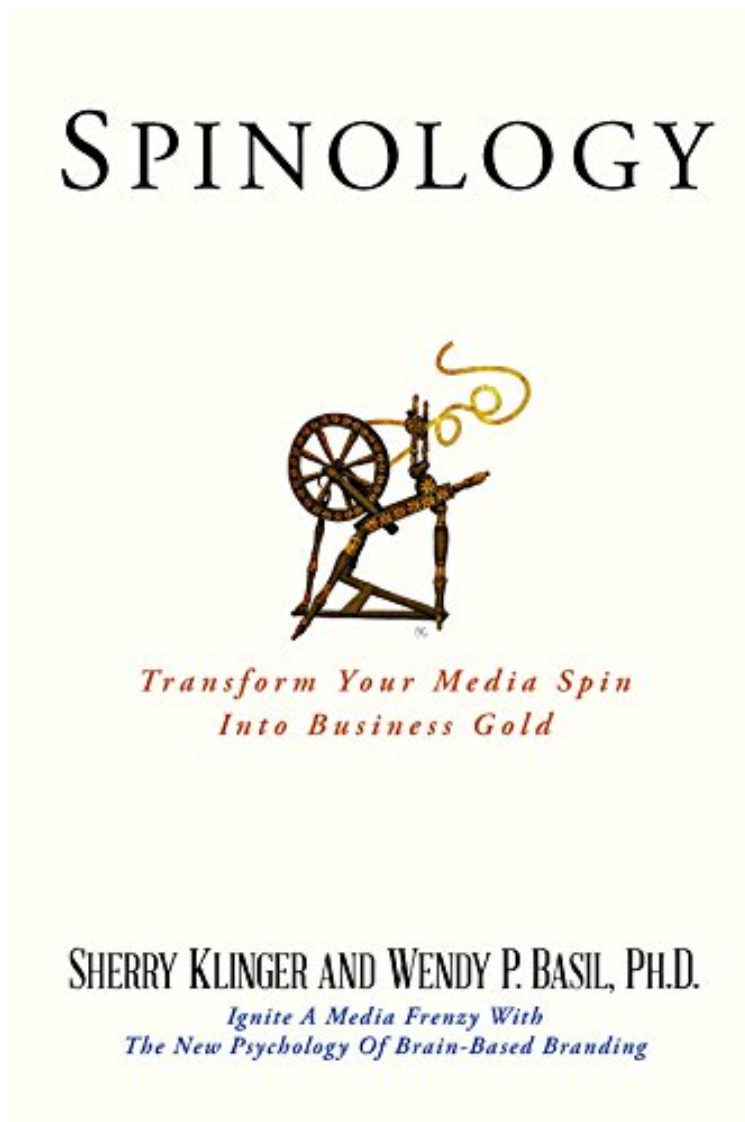


[Ebook free] SPINOLOGY: Transform Your Media Spin Into Business Gold

SPINOLOGY: Transform Your Media Spin Into Business Gold

Sherry Klinger, Ph.D., Wendy P. Basil
*ePub | *DOC | audiobook | ebooks | Download PDF*



#2730732 in eBooks 2015-04-10 2015-04-13 File Name: B00VB1WSCA | File size: 18.Mb

Sherry Klinger, Ph.D., Wendy P. Basil : SPINOLOGY: Transform Your Media Spin Into Business Gold before purchasing it in order to gauge whether or not it would be worth my time, and all praised SPINOLOGY: Transform Your Media Spin Into Business Gold:

0 of 0 people found the following review helpful. You must read Spinology to understand yourself and others !By Craig JosephOpen your heart and open your mind and the spinning wheel of understanding people will be at your fingertips ! You learn and enjoy at the same time.The fairy tale platform pulls you into the essence of the book and then the themes kick-start all those feel-good chemicals in you.I've owned four corporations in the last 30 years--if I

had had the knowledge from Spinology , each of those entities would have resulted in significant public interest, long-term public approval, and a rocket boost for income! Read the book--I'm sure you will wish you had this book in the past---now, you have the opportunity to do things right ! 0 of 0 people found the following review helpful. A Real Eye Opener To Launching A Media Campaign By Robyn Dolgin Spinology: Transform Your Media Spin Into Business Gold: My objective in reading the book, "Spinology," was to launch an in-house public relations effort on behalf of a newly founded non-profit. The book was exceedingly insightful in detailing the "psychology" required in a press release to generate interest from writers and editors. After reading the book, I learned to produce a press release -- not from our point of view -- but rather from the vantage point of the media representative deciding whether the story was worth disseminating to their audience. We drafted a story line, as advised by the Spinology authors, to pull at the heart strings of the reader and simplify the press release making it appealing to the public. Just for the record, I greatly enjoyed the multitude of anecdotes detailing the successes and failures of various public relations campaigns. They proved most useful in our effort to number among the success stories rather than the later. In the next few months, I'll undoubtedly be referencing guidelines in "Spinology" to better hone the message of our next press release. True to its title, "Spinology" helped us connect the dots to generate media coverage for our modest non-profit whereby opening up the door to producing contributions. Signed, Robyn Dolgin Fan of "Spinology" 2 of 2 people found the following review helpful. A must read!!! By StilettoStarlet The best business PR book I have ever read! I am a former publicist in the entertainment field and a business owner. I have read many books about promoting and marketing businesses and individuals, but, never have I seen a book that is so honest and delves so deeply into the psychology of what connects a product or person to the media and the consumer. This book is written in a way that anyone can understand it and yet has much to offer the professional publicist as well as the layman. This book provides a lot of trade secrets. I would recommend this to anybody who wants to grow their business by connecting to the public.

Spinology: Transform Your Media Spin Into Business Gold Includes the breakthrough field of In-Depth Public Relationstrade;. Our expanding media universe has opened up infinite possibilities for the person or enterprise seeking coverage for a product, company, or cause. While technological and geographical boundaries seem to have melted away, businesses still must find a pathway to the human psyche if they want their messages to influence behavior and ultimately push the "buy button" in the brain. Authors Sherry Klinger, a renowned branding and PR expert, and Dr. Wendy Basil, a popular Business and Media Psychologist and University Professor, combine the latest neuromarketing research and years of successful business experience to introduce a new method of branding and promotion called In-Depth Public Relationstrade;. Using fairy tales as an ideal model, they demonstrate, in a simple and entertaining style, how to create a narrative with psychological elements that will ensure your story becomes irresistible. Whether you are an entrepreneur, a newcomer to marketing and PR, a corporate CEO, or an experienced communications professional, this book is for you. Read this book to learn the secrets to: * getting your story told through the media and reaching your buying audience everywhere-without paying a dime for it * making anything or anyone famous and familiar * creating compelling campaigns that change popular culture and become trendsetters * influencing buying decisions * applying simple, brain-based techniques and tools like the i-DPR Indextrade; to gain worldwide media coverage in print, broadcast, and digital media * the success behind one of the authors' very own business ventures that began on a shoestring budget and transformed into a mega-million-dollar enterprise within 18 months-and how you can do it, too. Spinology: Transform Your Media Spin Into Business Gold is the one book you need to read to supercharge your campaigns for greater levels of success than you ever imagined! The New Psychological Media Spin to Help You Win Every Time