



"Six Word Lessons on Winning with Today's Media": 100 Lessons to Control Your Message and Avoid Media Blunders (Six-Word Lessons Series)

Mary Waldmann

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Information-packed lessons for business and community leaders to get your message across and shine with the media! Do you want to become an effective media spokesperson for your business, organization or community group? Six-Word Lessons on Winning with Today's Media gives you 100 simple and practical insider tips for working professionally with reporters and other interviewers, and making sure your message is communicated effectively, whether in print, radio or television.



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