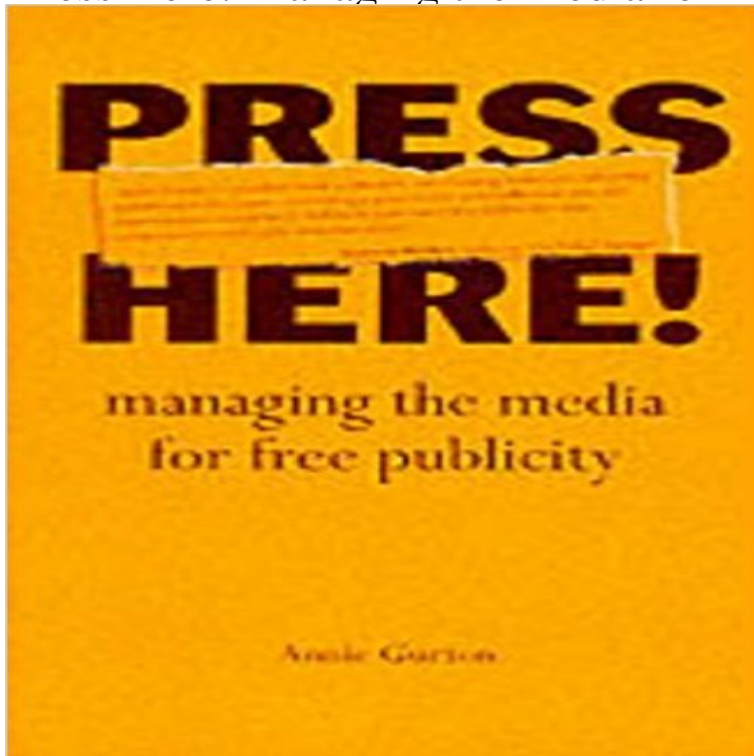


Press Here: Managing the Media for Free Publicity



This work introduces the reader to the journalists agenda and explains how to turn product pitch into a newsworthy story, whether looking for coverage in print, TV or radio. There are also case studies guiding the marketing engineer through the entire process of publicising a new launch.

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