

WINNING PR IN THE WIRED WORLD

In *Winning PR in the Wired World*, Internet PR guru Don Middleberg charts the course for getting the most from this ultimate communications tool. By detailing the evolution of the digital communications era, analyzing his original research, and examining some high-profile PR successes and failures, Middleberg offers a hard-hitting and informative guide to what's new, what works, and what doesn't in communications today.

Readers will gain insight into the benefits of combining online and offline tactics and get a tutorial in Middleberg's four fast "rules" of successful PR :

1. Speed Wins,
2. Everyone Is Now an Entrepreneur,
3. The World Ends Every 120 Days, and
4. Buzz is Everything

