

The fun and easy way® to
build buzz for your company or product

Public Relations

FOR

DUMMIES®

2nd Edition

Maximize Internet
media and
international appeal

**A Reference
for the
Rest of Us!®**

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Eric Yaverbaum

Managing Partner, LIME public
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***Public Relations For
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**by Eric Yaverbaum with
Robert Bly and Ilise
Benun**

Foreword by Richard Kirshenbaum



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Eric has acted as corporate spokesperson on behalf of dozens of clients, including Domino's Pizza, Hain-Celestial Food Group, Prince Tennis Rackets, and Camp Beverly Hills Clothing. He is a regular on the lecture circuit, speaking to professional organizations across the country on the art of public relations. He has been a guest on many national and regional television and radio programs and networks, including all of the network morning shows, *FOX & Friends*, and *Larry King Live*, to name a few.

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Benun's Marketing Mentor program is a one-on-one coaching program for small-business owners who need someone to bounce marketing ideas off and someone to be accountable to for their marketing. She started her

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Dedication

To Wylie — you're always with us all.

Author's Acknowledgments

First and foremost, I must acknowledge that every *I* in the book should have been *we*. Nothing I have ever accomplished in my career would have been remotely possible without some of the great staff and associates I have at our offices in New York City. I thank them from the very bottom of my heart. My office is filled with superstars, but only one member of that great team got his name on the cover.

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We're proud of this book; please send us your comments through our Dummies online registration form located at www.dummies.com/register/.

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Foreword

Many years ago, when Jon Bond and I first started our agency, Kirshenbaum Bond & Partners, we launched our agency with one simple ad for Kenneth Cole that stated “Imelda Marcos bought 2700 pairs of shoes. She could have at least had the courtesy to buy a pair of ours.” The resulting press and word of mouth taught us an important lesson early on: Create attention. Create a story that captures the public’s interest and it could translate into millions of dollars of free press for your client or your own brand. This simple formula helped put our client and agency on the map to fame and fortune. And who can complain about that?

We actually invented a term called *the multiplier effect* because the resulting press attention actually multiplied the client’s ad budget, making a few million look ten times larger.

While some, we’ve heard, argue the PR is all about finding a gimmick, there’s nothing gimmicky about creating a famous brand, helping to mold a positive image, or resulting dollars to the bottom line. However, generally good PR is much, much more than just coming up with a one-shot story. Having a proper PR plan, doing targeted PR outreach, and having good press relations can make or break a company’s image in the long run.

In fact, we were such big believers in the power of PR that in addition to our ad agency, we also created a PR & Promotions company called LIME, which has become a well-known PR practitioner who always delivers on out-of-the-box PR events and strategies.

When my dear friend and colleague, Eric Yaverbaum, asked me to write a foreword for this book, I was delighted to help him — not only because he's smart, charming, and has run a terribly successful PR business for the last 20 years, but because it's good PR for me and KBP as well.

In fact, Public Relations at its core is exactly that, the relations you or your company have with the public. Hopefully, I have in a few short paragraphs helped relate to you the important ad power of PR. After all, if you've ever bought a pair of Kenneth Cole shoes, a Coach bag, drank a Snapple or a glass of Moet & Chandon, have shopped at Target, used a Citibank American Advantage Card, used Jergens to keep your skin beautiful or Ban deodorant to keep you smelling good, had a sip of Hennessy or fed your cat Meow Mix or ever flown on Song Airlines, you've most likely seen or heard some of our potent PR strategies and advertising. Enjoy this work and remember my golden rule:

The only bad PR is the PR you don't control.

Richard Kirshenbaum
Co-Chairman
Kirshenbaum Bond + Partners

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