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6 Steps to Free Publicity For Corporate Publicists Or Solo Professionals, Including-- Publishers, Consultants, Conference Planners, Politicians, Inventors, Artists, Psychotherapists, and Anyone Else Looking to Attract Media Attention to Their Business Or Cause, Marcia Yudkin, 2003, Business & Economics, 272 pages. Whether you want to draw in new business, establish yourself as an expert in your field, or introduce a new concept to the community around you, using available publicity

Great promotion and publicity ideas for youth ministry over 140 easy-to-use ideas that really work, Les John Christie, Oct 27, 1994, Religion, 160 pages. .

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Making the news a guide for nonprofits and activists, Jason Salzman, 1998, Business & Economics, 289 pages. Written for activists, nonprofit organizations, or any concerned citizen who lacks the big bucks for advertising, "Making the News" explains how to shine the media spotlight on

Marketing for Churches and Ministries , Robert E. Stevens, 1992, Business & Economics, 165 pages. This comprehensive new book is the first guide to applications in marketing concepts in church and ministry services. Demonstrations of marketing concepts and techniques for

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