

THE

HOW TO STAND OUT IN
THE MIDST OF
COMPETITIVE CLUTTER

GUIDE TO



FINANCIAL



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The Guide to Financial Public Relations: How to Stand Out in the Midst of Competitive Clutter, Larry Chambers, CRC Press, 1999, 0910944121, 9780910944120, 352 pages. The Guide to Financial Public Relations: How to Stand Out in the Midst of Competitive Clutter focuses on writing and getting published in your target market's trade magazines, newspapers and journals. The techniques are designed to help you stand out above the crowd by strategic use of the print media. Divided into four main sections - with easy-to-follow steps aimed at showcasing your talent - it doesn't require a major expenditure of time, money or effort. This book could be used effectively by experts in almost any field. This book will show you how to get your name and ideas in print - in the right place and at the right time deliver the most effective message. Learn how to increase visibility and enhance your image as an expert in the field, without hiring a public relations firm or running an expensive advertising campaign. You will realize immediate benefits with a comprehensive, step-by-step public relations program. You will learn how to rise above the competition by: becoming recognized as an expert in the minds of new customers, retaining existing clients or customers, and continuously reinforcing trust. You can convert clients and prospects to new products and services, shorten the sales process by learning the experts' secrets of gaining referrals, and to control your own public destiny by following the techniques in this book. Features.

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