

A Practical Guide to Using the Media; Second edition of a top-selling Politicos Guide; A must for all campaigners, communicators, press officers, and students of the media. Spin doctors are seldom out of the news for long. But who really knows what spin is, or what spin doctors do? Paul Richards, in this new, updated and expanded edition of his best-selling book *Be Your Own Spin Doctor*, shows that spin doctoring is a new phrase to describe a very old practice. The author explains how all organisations, from political parties, to community campaigns, to small businesses and charities can use the techniques of spin to protect their reputations, get their messages across, and win public support. The book looks at practical ways to gain coverage in the media, to create eye-catching news releases and photo-opportunities, to give memorable interviews, and how to avoid the traps that journalists set. Fresh, funny, and packed with insider tips, tricks of the trade and useful warnings, *Be Your Own Spin Doctor* is essential reading for everyone interested in the workings of the media.

The Writings of Harriet Beecher Stowe: *The Ministers Wooing*, Ty Cobb (*Baseball Superstars (Hardcover)*), *Lawyers Guide to Marketing on the Internet*, *Revival: A Novel*, *Casenote Legal Briefs: Trademark, Keyed to Ginsberg, Fourth Edition*,

akaiho.com: *Be Your Own Spin Doctor: Practical Guide to Using the Media ()*: Paul Richards: Books.

They may not be able to afford their own Alastair Campbell for the no reason why local councillors can't become their own spin doctors. This book provides practical advice from the Chief Executive of one of the biggest PR firms in the world on how to manage your personal PR. Explaining how to.

Results 1 - 17 of 17 *Be Your Own Spin Doctor* by Richards, Paul and a great selection of similar Used , New and Collectible Books available now at. In the photograph I was staring at there was a woman who appeared naked. I couldn't really tell because she was facing away from the camera.

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