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Die Presse, das unbekannte Wesen, wie erregt man ihre Aufmerksamkeit, gewinnt sie für sich und behält ihre Gunst? In diesem Buch finden Sie Tipps, Tricks und Kniffe des Presse-Profis Oliver Erens. Er zeigt Ihnen, wie Sie Presseverteiler sowie Netzwerke aufbauen und pflegen, Meldungen verfassen, Pressekonferenzen vorbereiten, durchführen und nachbereiten. Außerdem erklärt er Ihnen, wie Sie eine Pressemappe gestalten sollten, welche Strategie für Sie die richtige ist und wie Sie Pressearbeit in Krisen richtig angehen.

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