

## The Media Training Bible Things You Absolutely Positively Need To Know Before Your Next Interview Ebook Brad Phillips

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Brad Phillips' Media Training Bible is a must-read for anyone interacting with the media on any level. It is especially helpful for those in the public relations field but anyone from a small-business owner to a CEO of a major corporation, from an external communications specialist to a Senior PR Director is able to gain valuable insight and tips regarding media processes from this book.

The Media Training Bible: 101 Things You Absolutely ...

Prepare for and manage a media crisis One of the most comprehensive and well-organized books ever published on the topic, The Media Training Bible will prepare you for today?s media culture, in which a tweet can become newsworthy and a news interview can become tweet-worthy.

Full E-book The Media Training Bible: 101 Things You ...

A must for anyone that interacts with the media as a representative of their organization and/or for anyone involved in/preparing an organization's crisis response plan. One of the rare books to actually keep at the ready in your office hardcopy library/bookshelf (should you still have one).

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The Media Training Bible 101 Things You Absolutely ...

Packed with everything you need to know, learn and apply to dealing with the media. The Media Training Bible is a MUST read book if you are serious about understanding the news media, the dynamics of crafting a winning media strategy, and standing out as a leader in your field when the spotlight is shined upon you!

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As it promises on the cover, The Media Training Bible is complete with " 101 Things You Absolutely, Positively Need to Know Before Your Next Interview ", including sections and lessons on everything from: developing your brand ' s key message points and message supports, what to wear, where to look, how to answer the tough questions, what your body language tells your audience, the different types of media formats and how to prepare and handle each one, and – you guessed it – a ...

Book Review: The Media Training Bible, by Brad Phillips

One of the most comprehensive and well-organized books ever published on the topic, The Media Training Bible will prepare you for today's media culture, in which a tweet can become newsworthy and a news interview can become tweet-worthy. Customers Who Bought This Item Also Bought

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In just the first few pages of The Media Training Bible you will learn things that could turn your next media interview from a disaster into a smashing success. In this book, Brad Phillips, one of the world ' s top media trainers, will lead you through an engaging mix of 101 two-page lessons, three dozen real-life case studies, and several hands-on exercises.

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