



# **Summary: Full Frontal PR - Richard Laermer and Michael Prichinello: Getting People Talking About You, Your Business or Your Product**

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**Complete summary of Richard Laermer and Michael Prichinello's book: "Full Frontal PR: Getting People Talking About You, Your Business or Your Product".**

This summary of the ideas from Richard Laermer and Michael Prichinello's book "Full Frontal PR" reveals the "insider secret" of the PR industry is that companies are actually better off handling their own publicity rather than hiring a PR firm. In their book, the authors explain that as long as you understand the basic principles of what you want to accomplish, you'll probably generate more buzz and media attention by handling PR yourself. This summary will tell you everything you need to know if you want to be effective at generating publicity and creating a buzz around your company.

#### **Added-value of this summary:**

- Save time
- Understand key concepts
- Expand your PR skills

**To learn more, read "Full Frontal PR" and discover the keys to doing your own PR and getting people excited about your message.**

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