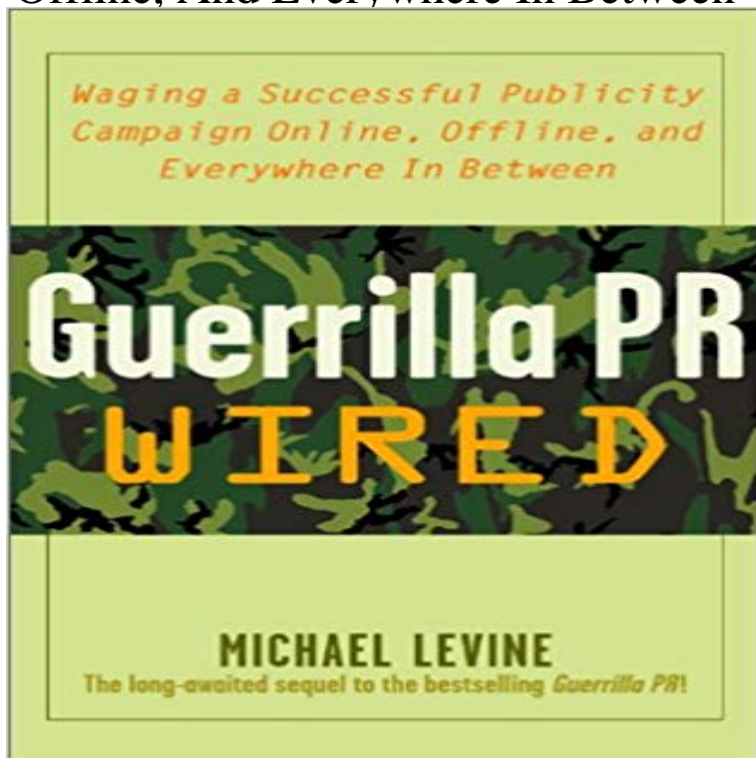


Guerrilla Pr Wired: Waging A Successful Publicity Campaign On-Line, Offline, And Everywhere In Between



This text re-examines the principles of Guerrilla PR - the technique for creating affordable publicity on the fly, for the age of the World Wide Web. Written in the Levines friendly, coaching, tone, it explains the tenets of guerrilla PR and how they have changed with technology, describes how web sites for media outlets are constructed and who is accessible through them, and delves deep into the various ways a web program can be used either solo or in addition to a print or broadcast PR campaign. The reader learns how the pros use the web for publicity, how to focus on a target to get superior results and how to avoid all the pitfalls and mishaps that lie in wait for the web PR novice. Plus, the text includes remarkable and true stories of PR success on the web and information from leading web site developers, web masters, editors and producers who have been swayed by savvy web-based guerrilla PR.

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