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Michael Levine

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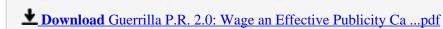
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The world's most widely used and seminal introduction to public relations—now fully revised and updated for the 21st century with online strategies that work

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Guerrilla P.R. 2.0 offers all the resources necessary to mount your own campaign and get the media exposure you need. In clear and concise language, Michael Levine, one of the top public relations counselors in the country, reveals the same procedures he uses every day to get press on major stars—and how those strategies can be utilized on little or no budget. You'll learn how to think like a publicist and map out the perfect strategy for success.



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