



## Beyond PR: Communicate Like A Champ In The Digital Age

By Cheryl D. Snapp Conner

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Let's face it: Press releases and email blasts no longer translate automatically into good PR and better sales. It's time to learn how to pitch journalists smartly, understand why SEO remains so vital for business, develop a personal message that resonates, and persuade even your biggest critics.

The secret to success in business and life is good, clear communication. *Beyond PR: Communicate Like A Champ In The Digital Age* will teach how to do just that.

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