



The Caterpillar Factory: Kick Start Your Career in the PR Business

By Vyvyan Kinross

Troubador Publishing. Paperback. Book Condition: new. BRAND NEW, The Caterpillar Factory: Kick Start Your Career in the PR Business, Vyvyan Kinross, The Caterpillar Factory offers a unique insider's account of the approach, skills and processes needed to build a successful career in today's booming PR business. It sets out the links in the PR business chain, from the basic consultancy model to winning new clients, and from exploiting the news agenda to preparing clients for a successful media interview.'The caterpillar does all the work, but the butterfly gets all the publicity'. This quote, from American comedian George Carlin, provides the central motif for the book, which is a must-read for all students of public relations and communications who want to become successful PR advisors and consultants. It is a technical book packed with theory, practice, examples and exercises but set out in an accessible way, using frontline experience and examples to drive the narrative. Drawing on a rich variety of sources, it gives the inside track on the applied business of public relations in the agency and workplace setting, explaining what consultancy really means and showing how to go about the process of attracting and winning new business. These steps...



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