

<<CAN WE DO THAT?! 我们能>>

图书基本信息

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### 内容概要

#### 在线阅读本书

This fun and friendly book looks at real-life PR stunts that will blow your mind and inspire you to develop innovative and creative ways to get your company noticed. PR guru Peter Shankman chronicles the most ridiculous, outrageous, and possibly crazy PR stunts of all time—explaining why some work and others don't. This is a funny, insightful guide to winning the PR game.

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