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Fall of PR & the Rise of Advertising, with a foreword by Al Ries, analyses the enormous changes in the media landscape in PR, advertising and everything in between.

STEFAN ENGESETH AL RIES

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The need to foster a closer working relationship between account planners and media planners, and create a true strategic center to craft a meaningful communication strategy is the need of the day.

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The must-read summary of Al Ries and Laura Ries' book: "The Fall of Advertising and the Rise of PR". This complete summary of the ideas from Al Ries and Laura Ries' book: "The Fall of Advertising and the Rise of PR" shows that none of the recent business success stories have spent much money on advertising.

The Fall of Advertising and the Rise of PR

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The Fall of Advertising and the Rise of PR: Al Ries, Laura

“Advertising is the wind,” say Al Ries and Laura Ries in their new book, *The Fall of Advertising and the Rise of PR*. “Public relations is the sun.” They are drawing an analogy from one of Aesop’s fables, in which the wind and the sun argue over which is the most powerful.

The Fall of Advertising and the Rise of PR

The Fall of Advertising & the Rise of PR - Free download as Word Doc (.doc / .docx), PDF File (.pdf), Text File (.txt) or read online for free. Bestselling authors and world-renowned marketing strategists Al and Laura Ries usher in the new era of public relations.

The Fall of Advertising & the Rise of PR | Advertising

The Fall of Advertising and the Rise of PR. by Al Ries, Laura Ries. On Sale: 05/11/2004. Read a Sample Read a Sample Enlarge Book Cover. \$14.99. Spend \$49 and get FREE shipping on HC.com. ... The Fall of Advertising provides valuable ideas for marketers -- all the while demonstrating why .

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