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Practical Public Relations for the Small Business: Tools and Tactics for Competitive Advantage (Paperback)

By David Skocik Ma Apr

iUniverse, United States, 2009. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****. Dave Skocik holds a masters degree in communication and is nationally accredited by the Public Relations Society of America, for which he has served as a state chapter president, eastern region district representative, and as a national educational committee member. His 25 years experience in public relations working with diverse audiences is broad and includes 11 years as an executive director of college relations and assistant professor of communication, in addition to owing a private PR consulting business in Dover, Delaware. Dave has also served in the military as a journalist and public affairs specialist. In January 2005 he was chosen as the military parade announcer for the Presidential reviewing stand at President Bush's inauguration. Experienced in electronic media, he has been a radio announcer and has co-produced and hosted an award-winning TV quiz show for Delaware high school students since 1987. Perhaps most relevant to his readers is that he has been a contractor and understands the challenges involved with running a small business and working with the public.



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