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Selling skills and techniques for the professions
Australian Edition

The PR Practitioner's Desktop Guide - Australian Edition

Caroline Black

Graham Lauren – Editor, Australian edition

Here at last is a practical source of reference and best practice on every aspect of public relations, written in a clear, accessible style. It is truly comprehensive, with expert advice on media relations, new product launches, event management, legal and ethical issues, crisis management and many other topics.

Busy practitioners will appreciate the abundance of checklists, charts, do's and don'ts, summaries and time-saving tips.

The ringbound format is easy to use and offers plenty of space for your additional notes.

About the authors

Caroline Black is a highly experienced public relations professional. Her areas of expertise include corporate communications, consumer and business-to-business, and crisis management.

Graham Lauren, editor of the Australian edition of The PR Practitioner's Desktop Guide, is a journalist and communications consultant who has worked in IT, entertainment and building design.

Published 2003

ISBN: 1 92068 807 2 247 pages \$145

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What is public relations?
 A brief history of public relations
 The public relations practitioner
 Ethical and legal issues for the public relations practitioner
 Planning and evaluation for public relations
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 Tactics and techniques for public relations
 Media relations
 Managing public relations
 Issues and crisis management
 Public relations specialisms
 Public affairs
 Event management
 International public relations
 Public relations, new media and technology

The PR Practitioner's Desktop Guide is a welcome addition to professional knowledge... I applaud the easy access to its language and its ideas. It is a lucid, engaging read full of valuable information. Importantly, it is practical.
Peter Lazar, Founder and Chairman of Professional Public Relations

Richmond

challenging old ways; breaking new ground

Dynamic Practice Development

Kim Tasso

Selling skills and techniques for the professions *A Richmond Special Report*

This Special Report is a must for professionals who want to sell their services successfully and feel uncomfortable in doing so. The author understands very well why many professionals hate selling and provides reassurance, expert advice and practical guidance. She addresses a wide range of selling concepts and techniques, bearing in mind the specific requirements of the different professions.

About the author

Kim Tasso is an independent consultant, specialising in the professional services sector, with over 20 years' marketing experience. She advises on and provides training in the strategic and operational aspects of marketing, selling and client development.

Who will benefit from this Special Report?

Dynamic Practice Development is a highly practical, profit-focused guide for Australian professionals, including: law firms, barristers chambers, accountants, surveyors, public and private educational establishments, psychologists, marketing services agencies, broadcast services companies, management consultants, insolvency practitioners, financial services companies, advertising agencies, national associations, publishers, IT companies and manufacturers.

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Published April 2003 \$195
ISBN 920688 16 1 A4 Format
256 pages

What was said about the first edition:

"Professionals know that they need to understand this topic better. They know that mindset plays a key part in winning new work. Many have read one of the best sellers on selling. But their background still leaves them with a skill gap. They hate skill gaps, but until now nothing addressed their specific needs and ethics. This practical book completes the package". Gilbert Toppin, Partner, Deloitte Consulting

"Kim focused on getting business and marketing strategy in place first and promotes involving and motivating all to contribute.... Hear! Hear! This is a super book. Go buy it as it is well worth the money" Richard Oakes, Eversheds

"I wish I had had access to this sort of information earlier in my career." Ken Baldwin, Quantity Surveyor

Strategic Customer Planning

Alan Melkman with Professor Ken Simmonds

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- ▶ takes you step by step through the planning process, explaining the methodology and planning techniques.
- ▶ provides helpful examples, formats and checklists.
- ▶ allows you to select material directly relevant to your business. The author recognises that industrial, consumer products and services each face different challenges; the Report addresses all of these.

About the authors

Alan Melkman is Managing Director of Marketing Dynamics Ltd, a qualified engineer and a graduate of London Business School. He specialises in customer and strategic account management, implications of internet-based technologies for the marketing and sales function, effective selling, strategic and marketing planning. A consultant for over 30 years, he has worked for many organisations across a number of markets and varying cultures.

Ken Simmonds is a pioneer in the field of strategy and marketing and has worked as a consultant to some 400 firms from 30 countries.

The market

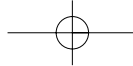
Executives in all businesses responsible for increasing growth and profitability.

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The key account planning process
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