

6 Steps To Free Publicity By Marcia Yudkin

By Marcia Yudkin

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Marcia Yudkin is the author of 6 Steps to Free Publicity, and 10 other books. She has helped clients achieve publicity everywhere from the Wall Street Journal to the

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<http://marketingformore.com/>

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<http://publicityhound.com/blog/20-things-about-publicity-true-20-years-ago-and-today-part-2>

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Winning positive publicity is the goal of most small businesses--and it can take your company from obscurity to national prominence. The key is to have an effective

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