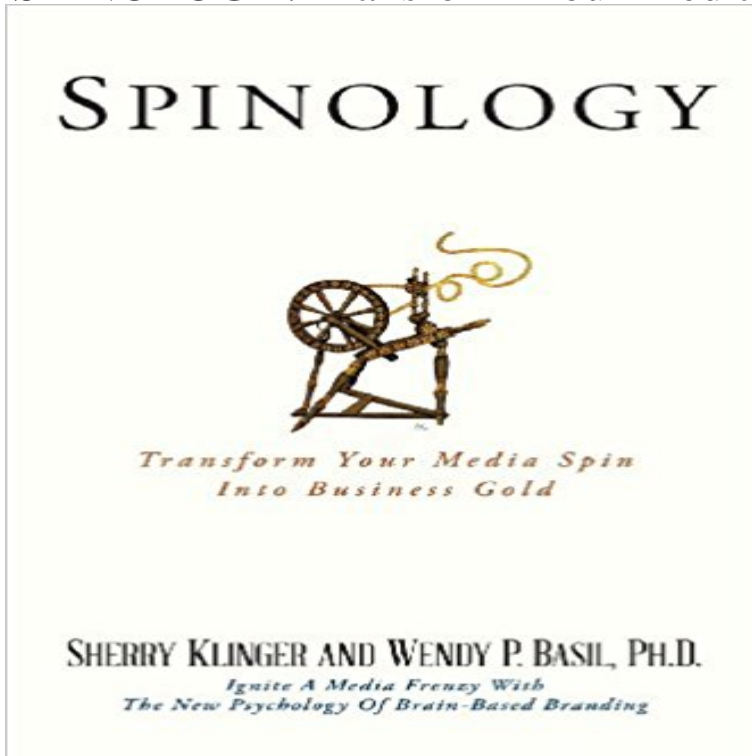


SPINOLOGY: Transform Your Media Spin Into Business Gold



Includes the breakthrough field of In-Depth Public Relations Our expanding media universe has opened up infinite possibilities for the person or enterprise seeking coverage for a product, company, or cause. While technological and geographical boundaries seem to have melted away, businesses still must find a pathway to the human psyche if they want their messages to influence behavior and ultimately push the buy button in the brain.

Authors Sherry Klinger, a renowned branding and PR expert, and Dr. Wendy Basil, a popular Clinical and Media Psychologist, combine the latest neuromarketing research and years of successful business experience to introduce a new method of branding and promotion called In-Depth Public Relations. Using fairy tales as an ideal model, they demonstrate, in a simple and entertaining style, how to create a narrative with psychological elements that will ensure your story becomes irresistible. Whether you are an entrepreneur, a newcomer to marketing and PR, a corporate CEO, or an experienced communications professional, this book is for you. Read this book to learn the secrets to: * getting your story told through the media and reaching your buying audience everywhere-without paying a dime for it * making anything or anyone famous and familiar * creating compelling campaigns that change popular culture and become trendsetters * influencing buying decisions * applying simple, brain-based techniques and tools like the i-DPR Index to gain worldwide media coverage in print, broadcast, and digital media * the success behind one of the authors very own business ventures that began on a shoestring budget and transformed into a mega-million-dollar enterprise within 18 months-and how you can do it, too Spinology: Transform Your Media Spin Into Business Gold is the one book you need to read to supercharge your

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