

This is not a book about marketing, but it is a technique for PR, which involves using social media and a storytelling style. It differs essentially from all the conventionally known PR techniques, in terms of the objective and the means. You may find it surprising as you go on reading such a book as this. But if you apply the technique from this book faithfully, just like the case with me being unable to resist buying Volvic bottled water, you will be able to win over many potential clients and make them your fans who will follow the direction you go in. And on top of that, it costs nothing.

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