

The title of Donald Blohowiak's engrossing and highly informative new book reflects the often strained relationship between two of America's most powerful institutions: the news media and business. The author gives an insiders look at why the tensions exist and what business people can do to understand them, to ease them, and to get the upper hand when dealing with the media. Aimed primarily at the business community and the media advisors who serve it, this book demystifies the news process and presents sound, practical advice.

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