



Getting Your 15 Minutes of Fame and More!: A Guide to Guaranteeing Your Business Success

Edward Segal

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A GUIDE TO GUARANTEEING YOUR BUSINESS SUCCESS

Everything You Need to Know to Get Your Products, Services, or Expertise into the Public Spotlight and Stay There!

Praise for Edward Segal's Getting Your 15 Minutes of Fame And More!

"In Edward Segal's Getting Your 15 Minutes of Fame And More!, readers will discover the ease of becoming famous as well as the ways to handle fame. The book demystifies the mysterious process of obtaining free publicity and does it in a wonderfully readable and engaging style. The book is so well written that enjoyment and enlightenment go hand in hand."--Jay Conrad Levinson, author of the bestselling Guerrilla Marketing series of books

"Edward Segal perfectly captures the challenges, opportunities, and rewards of fame, and provides all the tools you need to help achieve your desired level of public recognition. Great reading!" Sergio Zyman, author of The End of Marketing As We Know It--Former chief marketing officer of the Coca-Cola Company

With this book, public relations guru Edward Segal does for you what he's done for more than 500 high-profile clients nationwide: he helps you to achieve and manage the fame you crave and deserve. In lively, bite-sized chapters peppered with revealing anecdotes about and quotes from notables in the worlds of business, high technology, entertainment, sports, and more Segal arms you with proven tools and techniques for getting your company, organization, or self squarely in the public spotlight, and staying there. Throughout the book, you'll also find instructive, often hilarious "Hall of Fame/Hall of Shame" accounts of some of the most successful and disastrous uses of these techniques.

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