New Business Book: The PR Knowledge Book Receives High Praise

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The PR Knowledge Book, written by multi-award-winning public relations and media expert, Sangeeta Waldron uses her international client case stories and insights. The book covers everything within the world of PR from how to create a brand, how to use social media, how to be newsworthy, to how to contact the media, how to have a global mind-set, the power of networking, and more. Written in an easy style, packed with powerful tips and proven tools. In 12 chapters you will discover how to get your brand out there so you can attract clients and new business.

The book has received advance praise from industry leaders world-wide:

Julia Hobsbawm, OBE, Editor-at-Large, THRIVE Global and author, Fully Connected: Social Health in an Age of Overload says, “Knowledge is power and this book is powerful knowledge. Clear, direct and creative: it explains the digital landscape of PR for practitioners and clients alike.”

Jérôme Chouchan, Godiva Chocolatier, President, Japan, South Korea, Asia and Australia says, “Smart and efficient PR is becoming even more critical now than ever for brands, with the advent of the digital world. The PR Knowledge Book from the expert Sangeeta Waldron helps businesses to unlock opportunities and to maneuver through challenges in a fast changing world. Highly Recommended.”

Erik Korsvik Ostergaard, Leadership Advisor, published author and guest lecturer at The Copenhagen Business School says, ""In a modern, digital, global business world, Sangeeta Waldron shows how to turn Public Relations into Personal Relations, which is absolutely essential to survive in the long run.”

Professor Jonathan A.J. Wilson PhD, Partner at Dragonfly Black, LinkedIn Top Voices Award Winner says, “Sangeeta is a seasoned PR professional and her wisdom is captured within this book. It’s just what the doctor ordered!”

Jill Totenberg, CEO, The Totenberg Group, New York says, "This book provides extraordinary insights and provides real world lessons on how business leaders can employ PR to support their business objectives."

Dr. Harbeen Arora, Founder, BIOAYURVEDA and Women Economic Forum, India says, “I greatly welcome this book that helps us reimagine PR as ‘People Relations’, a vital tool for empowering brand and business creation in a connected world.”

Rusen Kumar, editor-chief, India CSR Network says, "Sangeeta Waldron has written a must-read for anyone wanting to do their own PR, wherever they may be in the world. Read this book - and learn from one of the best."

Malcolm Stern Co-founder and Co-director, Alternatives says, "Sangeeta Waldron brings heart and soul to the business of PR. Her knowledge and wisdom were a key contribution to my organisation finding its way through a rocky time. She is a superb educator in addition to being an outstanding practitioner of her art. A timely and valuable book."

Tami Belt, Author and Founder, Blue Cube Marketing Solutions, Las Vegas says, “Sangeeta Waldron is a trusted colleague and inspiration. The PR Knowledge Book shares practical and proven strategies from the front lines of PR. She outlines the building blocks of creating a Brand and PR plan that delivers results by building relationships. Business is personal. It’s about relationships. That’s the bottom line.”

Tom Seabrook, Commissioning Book Editor, Jawbone Press says, “Sangeeta Waldron has an intuitive understanding of what PR is and how it works. She is able to cut through the noise to simply and powerfully communicate an idea, and now, with her book, you can, too.”

Raja Majid, Las Vegas Entrepreneur says, "As an entrepreneur this book is going to be permanently on my bookshelf. My go to guide on how to create publicity and deal with traditional and new media."

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Asian Voice Newspaper, UK and Europe's leading Asian newspaper says, "If PR has always baffled you, then this is the book to read. Written in an easy style with lots of examples. It will become your best-friend."

The PR Knowledge Book gives businesses, entrepreneurs, start-ups and services the framework and direction to communicate at a more personal level; to build stronger emotive connections with their audience. This book empowers you to make your brand more personable, different, distinctive and loved by your client. It gets you ready for your Dragon Den moment.

Big brands with a large workforce and office spaces are unable to formulate strategy and take action with the flexibility that small businesses and services can do. Opportunities rest with those who position themselves as open, progressive, willing and able to help their clients navigate this new era.

More About the Author

Sangeeta Waldron has over two decades' worth of publicity, branding, communications, crisis management, media, and social media experience. She started out her career writing speeches for a previous UK prime minister and cabinet ministers, and has also worked at the top level for big, powerful global brands, which includes global communications director for the Economist Group; working for The Times Education Supplement; the Mayor of London; World Health Organization; Cass Business School; and charities such as Breast Cancer Campaign. She is also an award-winning journalist, specializing in sustainability and corporate social responsibility.

Today, she runs her own successful London-based PR agency, Serendipity PR & Media Ltd – www.serendipitypr.co.uk

For more information about the book, ISBN numbers and price visit the publisher, BEP visit: https://www.businessexpertpres...

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