

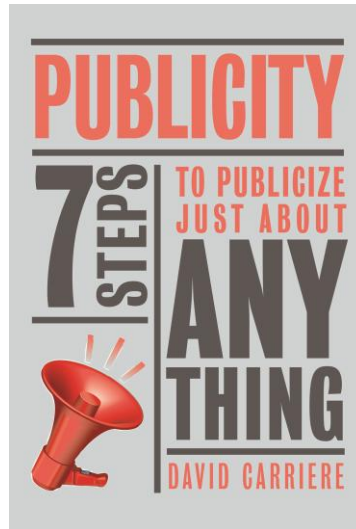
Glitterati Incorporated

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is pleased to announce the publication of

PUBLICITY:

7 Steps to Publicize Just About Anything



NEW PR PRIMER OFFERS BACK-TO-BASICS RULES

THAT WORK IN ANY MEDIUM

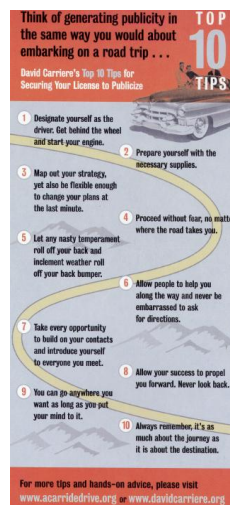
While the rest of the world's media-seekers go mad about blogging and tagging and social networking, professional publicist David Carriere recommends first asserting a little good-old common sense in his new book, .

“People are concentrating on the medium so much these days, but in my opinion, it’s the story and the content that you have to share that remains the primary connector,” states Carriere. “New media social space offers amazing opportunities for clever flacks, but if you don’t first understand your own message or how and when to communicate it, then it doesn’t matter what medium you choose.” Carriere believes that the basic fundamentals needed to generate publicity are timeless, and that to be successful, a good publicist needs to understand these principles first before launching into new spaces without the tools or experience to know why they are there in the first place.

In *PUBLICITY: 7 Steps to Publicize Just About Anything*, Carriere reveals all of the basics needed to mount a successful publicity campaign and shows the reader how to publicize just about anything from anywhere to anyone. Written for budding professional publicists as well as for ordinary individuals who want to produce press attention, *PUBLICITY* decodes what many newcomers consider the mystifying process of generating publicity and explains how to move with ease from the early conceptual stage of a campaign to its execution and on through to its wrap-up.

In today's media-mad world, *PUBLICITY: 7 Steps to Publicize Just About Anything* gives the reader license to be creative and the know-how and managerial skills needed to execute his or her vision. According to Carriere, "First comes the message, then comes the medium--whether striving for success in print, online, or on-air, more often than not, it all boils down to first making human connections the old-fashioned way – by communicating."

PUBLICITY
7 Steps to Publicize Just About Anything
David Carriere
144 pages with Index
with "tip" card with adhesive back to hang on computer or wall



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