



## Practical Public Relations for the Small Business: Tools and Tactics for Competitive Advantage

By David Skocik MA Apr

iUniverse, United States, 2009. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Dave Skocik holds a masters degree in communication and is nationally accredited by the Public Relations Society of America, for which he s served as a state chapter president, eastern region district representative, and as a national educational committee member. His 25 years experience in public relations working with diverse audiences is broad and includes 11 years as an executive director of college relations and assistant professor of communication, in addition to owing a private PR consulting business in Dover, Delaware. Dave has also served in the military as a journalist and public affairs specialist. In January 2005 he was chosen as the military parade announcer for the Presidential reviewing stand at President Bush s inauguration. Experienced in electronic media, he has been a radio announcer and has co-produced and hosted an award-winning TV quiz show for Delaware high school students since 1987. Perhaps most relevant to his readers is that he s been a contractor and understands the challenges involved with running a small business and working with the public.



**READ ONLINE**  
[ 4.81 MB ]

### Reviews

*This is actually the very best book i actually have read till now. This is for all those who statte that there was not a worth studying. Its been written in an remarkably straightforward way which is merely following i finished reading this publication by which in fact altered me, modify the way i believe.*

-- **Mr. Jeramy Leuschke IV**

*The publication is great and fantastic. It is packed with knowledge and wisdom You will like how the article writer publish this publication.*

-- **Mrs. Alta Kling V**