



# **Be Your Own Best Publicist: How to Use PR Techniques to Get Noticed, Hired, and Rewarded at Work**

*Jessica Kleiman, Meryl Weinsaft Cooper*

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# Be Your Own Best Publicist: How to Use PR Techniques to Get Noticed, Hired, and Rewarded at Work

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Use creativity to stand out from the competition

Through humorous, informative anecdotes plus user-friendly tips and exercises, **Be Your Own Best Publicist** will arm you with the confidence, knowledge and tactics to help you market yourself in the workplace.

Jessica Kleiman and Meryl Weinsaft Cooper have a combined 30-plus years experience in the public relations industry, having worked both in-house and on the agency side.

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