



Spin Sucks: Communication and Reputation Management in the Digital Age (Que Biz-Tech)

Gini Dietrich

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Unleash Your Secret Weapon for Restoring Trust: Open, Honest Communications!

Most PR books tell you how to “spin” your message. People are sick of that! *Spin Sucks* will teach you how to communicate honestly, responsibly, openly, and authentically...and truly *earn* the trust of your customers, stakeholders, investors, and communities.

Top PR thought leader and blogger Gini Dietrich runs the number one PR blog in the world, spinsucks.com, where she shares cutting-edge tips and tools for effective, ethical communications. Now, she’s integrated all she’s learned into a complete, actionable guide for every business leader who understands there are new rules to communications, but don’t know what to do. No matter what your organization does, Dietrich will help you:

- Share your story more powerfully—without sex, extortion, or “truth-stretching”
- Humanize your organization, even if you don’t have outsized personalities
- Tell the truth, using the best techniques honed by centuries of storytellers
- Overcome whisper campaigns, anonymous attackers, and trolls
- Create fresh, honest content that’s compelling to both humans *and* Google
- Systematically prepare yourself to engage more successfully online
- Clarify and close gaps between your message and your customer’s perception
- Celebrate your brand ambassadors
- Master seven steps for handling online criticism, and transforming critics into fans
- Keep others from stealing your great content
- Learn actionable lessons from others’ successes (and failures)
- Develop more positive, productive agency (or client) relationships
- Converge paid, owned, earned, and shared media—and get more value from all of them

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