



Summary : The Fall Of Advertising And The Rise Of PR - Al Ries and Laura Ries: Why You Should Change Your Marketing Strategy and Focus on PR

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Complete summary of Al Ries and Laura Ries' book: "The Fall of Advertising and the Rise of PR".

This summary of the ideas from Al Ries and Laura Ries' book: "The Fall of Advertising and the Rise of PR" shows that none of the recent business success stories have spent much money on advertising. Instead, companies such as Starbucks and PlayStation have invested in Public Relations. In their book, the authors explain the key differences between advertising and PR and why the latter is the only method that reaches the people who really matter. This summary demonstrates why you should start focusing on PR and what benefits it could bring for your company.

Added-value of this summary:

- Save time
- Understand key concepts
- Expand your knowledge

To learn more, read "The Fall of Advertising and the Rise of PR" and discover why so many companies are choosing to focus on PR and why you should too.



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