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LINKS

May 02, 2005

This PR Firm Gets It

Christine Attalla, founder of [PR Results](#), gets "it". The "it" here is Word-of-Mouth marketing using influentials.

Her firm's being used by John Fox to market his new book: [Marketing Playbook: The Manual for Growing Organizations](#). She's marketing it by giving it away...free...first to "influentials", including it seems [Seth Godin](#), [Guy Kawasaki](#), [Al Ries](#), [Ben McConnell](#), among others.

She emailed me, after reading my blog. (No. I don't consider myself an "influential". Opinionated, yes. Conversational? Yes. "Influential"?...doubtful.) And I accepted her offer of a free copy of the book...after seeing Ben McConnell's quote. If Ben likes it...well, that's good enough for me to at least read it.

I'm glad I did. It's, at first glance, a well-presented book that "*is the fuel Rainmakers use to jump hurdles in the sales cycle.*" according to Guy Kawasaki, himself. And he should know, being a hurdle-jumping rainmaker "back in the day" at Apple and continuing on today.

Not only does the book have profiles, and examples, of how to jump hurdles...it includes the contact info for the vendors who deliver these hurdle-jumping solutions...! And the presentation is fast, efficient, to-the-point. I'm looking forward to using them in building our business.

Wow!

Thanks Christine.

B O O K S



John M. Fox: Marketing Playbook: The Manual for Growing Organizations



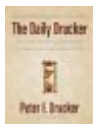
Guy Kawasaki: Selling the Dream



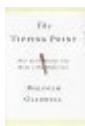
Dean Karnazes: Ultramarathon Man: Confessions of an All-Night Runner



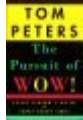
Seth Godin: Purple Cow: Transform Your Business by Being Remarkable



Peter F. Drucker: The Daily Drucker : 366 Days of Insight and Motivation for Getting the Right Things Done



Malcolm Gladwell: The Tipping Point: How Little Things Can Make a Big Difference



TOM PETERS: The Pursuit of Wow!



Jill Griffin: Customer Loyalty: How to Earn It, How to Keep It, New and Revised Edition



Studs Terkel: Hope Dies Last: Keeping the Faith in Difficult Times



Ben McConnell: Creating Customer Evangelists: How Loyal Customers Become a Volunteer Sales Force



Robert S. Kaplan: The Balanced Scorecard: Translating Strategy into Action

