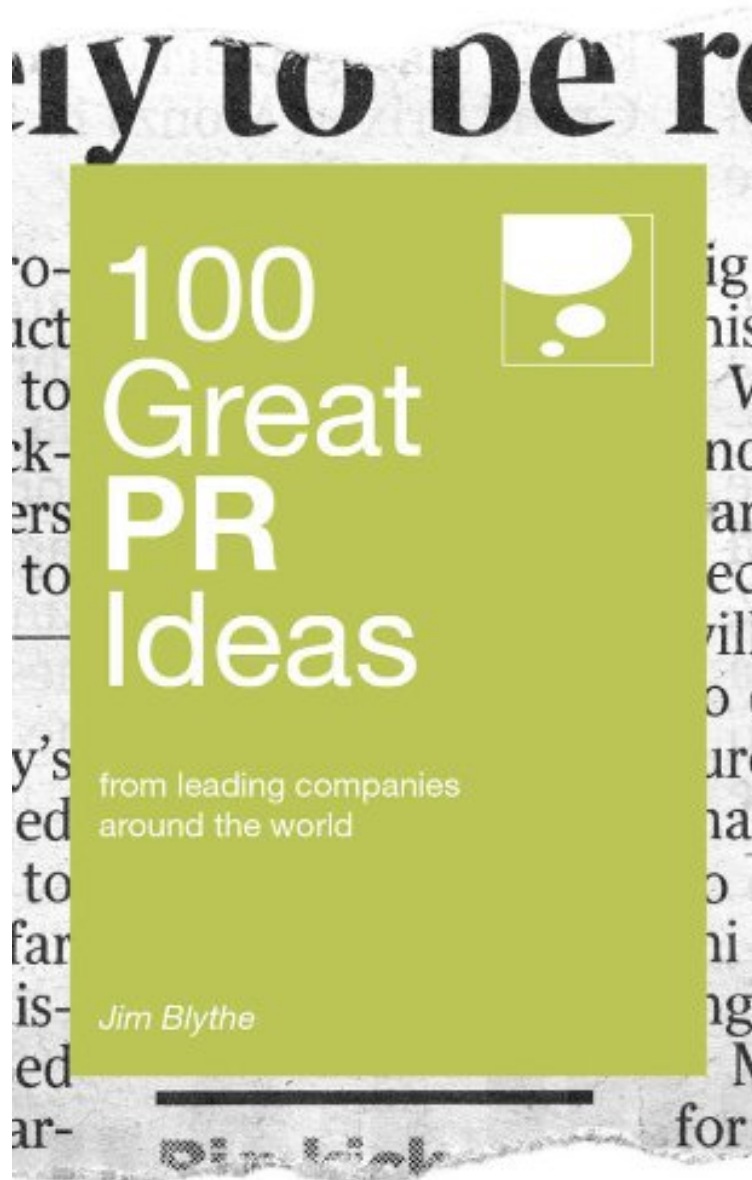


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100 Great PR Ideas (100 Great Ideas)

Jim Blythe

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About the Author Jim Blythe is a reader in marketing at Plymouth Business School and a visiting professor at Ecole Supérieure du Commerce de Bretagne, Brest. He has written 12 books and worked in marketing consultancy.