



Media Hypnosis: Unleashing the Most Powerful Sales Tool on Earth

Lonny Kocina

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PR is cheap; it's a powerful selling tool; yet almost no companies use it to advertise their products. Why is that? Media Hypnosis: Unleashing the Most Powerful Sales Tool on Earth explores the reasons many companies, just like yours, needlessly miss this wonderful selling opportunity. And surprisingly, the culprit keeping you from all this valuable media coverage may be the PR industry itself. Lonny Kocina, the author, owns and operates Media Relations, Inc., the largest Pay-Per-Interview PR firm in the country. What you will read in his book comes from practical experience and can be applied immediately to your marketing.

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