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# **Public Relations for Pharmacists**

Tina L. Pugliese



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### **Public Relations for Pharmacists**

Tina L. Pugliese

#### Public Relations for Pharmacists Tina L. Pugliese

Equips pharmacy professionals with the tools necessary to advance their practice through public relations. The first book designed specifically for pharmacists, it explains how to work with the media; how to write news releases, public service announcements, and op-ed pieces; how to prepare for media interviews; how to work with PR agencies; and how to become involved in the community. The book contains lists of public relations do's and don'ts, points to consider, and tips for succeeding. Examples of successful PR activities and campaign and sample news release, public service announcement, op-ed article, and media pitch letter are also included.

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