

Putting the Public Back in Public Relations

How Social Media Is Reinventing the
Aging Business of PR

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Foreword

It is a tradition for authors to ask a well-known person in their field to write a long, eloquent, and flattering foreword about their book. However, this is a book about the new PR, and it must reflect the current trends.

One of today's most powerful current trends is the use of Twitter as a PR weapon—how else can you describe something that is fast, free, and approaching ubiquity?

Don't get me wrong, I am perfectly capable of a long, eloquent, and flattering foreword as anything but that would simply be wrong. Hence, in the *lingua franca* of the times, here goes:

“Attention all marketing and PR people! Must-read new book by @briansolis @dbreakenridge: *Putting the Public Back in Public Relations*.”

Guy Kawasaki, author of *Reality Check* and
co-founder of Alltop.com