CONTENTS

About the author vii
Acknowledgements ix

Introduction 1

Myth 1	PR is all spin, smokescreens and lies 5
Myth 2	PR results can't be measured 13
Myth 3	All publicity is good publicity 25
Myth 4	The press release is dead 37
Myth 5	The media ignores good news 49
Myth 6	You have to pay to see social media benefits 59
Myth 7	PR is glamorous 77
Myth 8	Calling the media is a no-no 87
Myth 9	You can make something go viral 99
Myth 10	You have to be an extrovert to succeed in PR 107
Myth 11	PR is the silver bullet 113
Myth 12	Good people and products market themselves 121
Myth 13	The more you pay, the better the job done 131
Myth 14	PR results are instant 143

Myth 15	Consumers want conversations with brands 153
Myth 16	Working in-house is easier 163
Myth 17	Media relationships are especially important 173
Myth 18	Gender wage gap figures 185
	Conclusion 201

Index 205