

DON'T

The Essential Guide to Publicity and Marketing in NYC (and Any Other City That Matters)

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So you're a publicist—or about to become one. Congratulations! You're in one of the fastest growing, most lucrative, most exciting professions today. If you've already practiced a while, I don't have to tell you there are some things they didn't teach you in school. If you're still preparing, take heed.

OVERVIEW

DON'T, The Essential Guide to Publicity and Marketing in NYC (and Any Other City That Matters) is a distillation of my own, my clients' and contacts' experience on the hard, bright streets of the World's Greatest City. There are plenty of textbooks on marketing and communications. They're great if you care to spend hours at a time surveying the abstract theories, sweeping strategies and cutting edge trends of your profession from five miles up. I'm going to tell you how to keep from getting eaten once you hit the ground.

DON'T will never take more time than you have for it. You're in the real world now; any all-nighters you pull will not be with a book. Rather, this is the straight dope in small doses, a few paragraphs at a time that you can digest just before bedtime or the start of your day; in a cab or on the train; over a quick lunch or on the tarmac awaiting takeoff.

Each chapter includes up to 10 "DON'T"s regarding some aspect of public relations—dress, pitching and socializing are a few. The advice is drawn from my own experience and that of the media elite with whom I deal, from Carlota Espinosa, Executive Producer of FOX *Good Day L.A.* to Pierre Emmanuel Taittinger, family head of Taittinger Champagne.

DON'Ts are brief anecdotes or warnings about behavior and practices that can shoot you down regardless of where you got your MBA or how much you know about Web 2.0. And we won't just warn you how *not* to shoot yourself down; every DON'T includes pointers to help you shoot *ahead* to the preeminence I hope is your goal.

DON'T was born of a desire to point out common missteps, both the painfully obvious and the somewhat subtle, that can murder an otherwise sound marketing campaign. Young, aspiring marketers undergo years of internships and countless gaffes to master the unwritten rules that permeate marketing and publicity in New York—and, of course, in any other city that matters.

There are a lot of things you can step in on the streets of NYC. You don't want to make your entrée with any of them on your shoes.