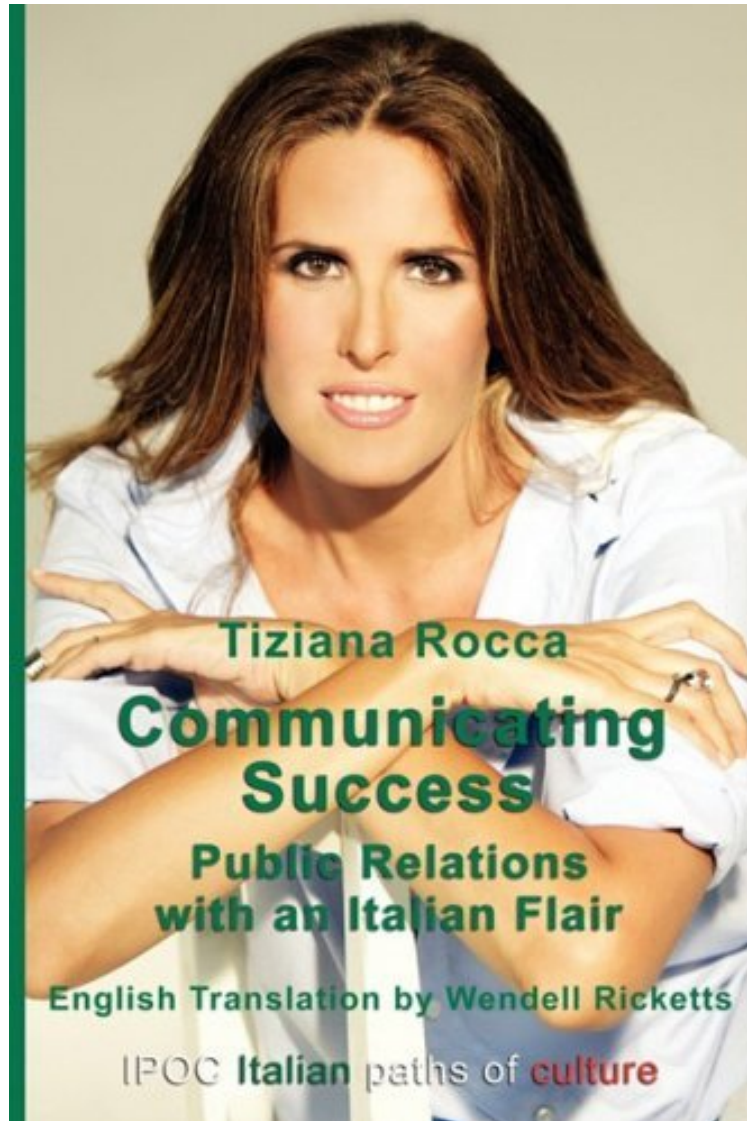


Communicating Success

Tiziana Rocca

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Tiziana Rocca : Communicating Success before purchasing it in order to gage whether or not it would be worth my time, and all praised Communicating Success:

0 of 0 people found the following review helpful. By Meryl Streep, Paul Haggis and Marina CicognaBy Condemi Pietro "Tiziana is kind and professional. She is thorough and has put much energy and enthusiasm into her work in public relations. She makes a striking presence and is very beautiful." "I have to confess that I hate parties. I don't know how she does it, but somehow Tiziana can somehow throw an event for a thousand people and yet make me so comfortable I want to stay all night. I can give no higher praise." "That Tiziana Rocca is beautiful and sharp is something you see right away. Then you discover that she's also capable, determined, and kind, even when she has to

say no. She is a fine professional, a fine organizer, and a true friend."

Corporations large and small, political figures, artists, and organizations: all of them need public relations to make their products or services known, to stimulate interest in a brand name, or to build the right image. As a result, recognition of the importance of communications is steadily growing, and interest in working in the PR field is on the rise. But those who want to enter the profession can't forget that making a name for oneself takes skill, diplomacy, creativity, and well-focused training. In this lively guide, Tiziana Rocca, an undisputed public-relations leader, shares her approach and her vision for the profession. Rocca begins with a series of reflections on the nature and the goals of PR, then turns to an examination of key aspects of professionalism: service quality, relationships with clients, and the human values that must be reinforced on a day-to-day basis. A large section of the book is dedicated to issues related to marketing and publicity, to managing information, and to the profession's concrete aspects: the creation of successful events, the modern art of entertaining, practical work tools and strategies, and effective collaboration with coworkers and team members. Experience, ideas, guidelines, and tips: Rocca's guide is a decisive leg up for anyone who wants to stand out in the complex and diverse world of communications.