



Can We Do That?!: Outrageous PR Stunts That Work -- And Why Your Company Needs Them

Peter Shankman

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This fun and friendly book looks at real-life PR stunts that will blow your mind and inspire you to develop innovative and creative ways to get your company noticed. PR guru Peter Shankman chronicles the most ridiculous, outrageous, and possibly crazy PR stunts of all time—explaining why some work and others don't. This is a funny, insightful guide to winning the PR game.

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