



Influencing Public Attitudes: Strategies That Reduce the Media's Power

James E. Lukaszewski

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How well does your organization deal with “unplanned visibility”? Veteran practitioner James E. Lukaszewski offers a compendium of practical strategies to investigate and deal with the Theory of Mutual Inattention, the Six Myths of Communications, and the Five axioms of Influence. In Part II of this book, the reader identifies and analyzes key audiences, applying them to the Six Realities of Audience Behavior.

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