



PR Manual Filled with Specific and Detailed "How To" Tips & Tricks

Nyack, NY August 24, 2015 --(PR.com)-- The world's first "nitty-gritty" PR (Public Relations) manual is now available from Pete Budzilovich, author. Titled "Hi-Tech Public Relations Manual," it addresses the rough-and-tumble side of doing PR. The author essentially focuses his over 20-years of "Hi-Tech" PR experience, eight years of trade-press editorial experience, and about 12 years of engineering/marketing experience on a single theme – How to promote "Hi-Tech" products and services through PR. Of course, while the Manual talks about PR methods and techniques applicable in the "Hi-Tech" arena, many of them apply across the board, in any PR effort.

The Manual is primarily intended for practicing, "hands-on" PR professionals. However, it is written to be also used by marketing and advertising managers, as well as by top management. This makes the Manual especially attractive for smaller companies where an individual wears a number of hats simultaneously (in larger companies, top management may find out from the Manual what they should be getting – but aren't – from their PR departments).

According to Pete Budzilovich: "Perhaps the biggest value of our Manual is that not only it says what a dynamic PR operation should be doing to achieve its goals, but also How and Why, and in great detail. Thus, the Manual contains 15 illustrations – samples of releases, article outlines, editor invitations, memos, flow charts. Speaking about values, I would venture a guess that if the reader finds just one useful idea in it, it will more than pay for the Manual."

The Manual is fully protected by U.S. copyright laws (1988) and is available directly from Pete Budzilovich as a web file, either by e-mail, or by the U.S. Post Office on a self-starting CD, or as a 100-page, spiral-bound 8-1/2" x 11" booklet. In single quantities, the e-mail version is \$100.00. The CD version is \$125.00. The 100-page, spiral-bound 8-1/2" x 11" booklet is \$200.00. To order, make out a check to "Pete Budzilovich" and send to 62 Washington St., Nyack, NY 10960-3730. Prices include S & H in the U.S. and Canada. Call or write for quantity discounts.

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