



MediaMasters: Insider Secrets from the Big Names of Broadcast, Print and Social Media

By Alan Stevens, Jeremy Nicholas

Rethink Press, United Kingdom, 2009. Paperback. Book Condition: New. 198 x 128 mm. Language: English . Brand New Book ***** Print on Demand *****. An invaluable guide, full of insights. THE GUARDIAN Let the pros show you how to handle the media. If you have an important message to get across it pays to learn from the best. This book gives you insider access to the combined knowledge of MediaMasters in fields ranging from politics, sports, weather and news to comic strips, chat shows, soaps, photography, radio and the internet. Crammed with tips from years of experience it will make you more media savvy, entertaining and news aware, so you are fully prepared for your turn in the spotlight. Featuring: Terry Wogan, Phill Jupitus, Michael Parkinson, Uri Geller, Brian Clough, Alex, Will Carling, Dame Tanni Grey-Thompson, Tim Brabants, Chris Cox, Fay Weldon, Jo Swinson, Rory Cellan-Jones, Phil Hall, Gail Emms, Gered Mankowitz, Neil Mullarkey, Iain Dale, Rebecca Adlington, Michael Aspel, Des Coleman, Dee Caffari, Allegra McEvedy, George Galloway and Hugh Pym. The authors, both recognised MediaMasters in their own right, have interviewed 25 of the top names in radio, television, print and new media so they can share their insights...



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