

Chapter 15

Public Relations, Marketing, and Customer Service

Resources

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Online Resources:

www.pressblaster.net - press release software www.prwizard.com - automated press release software

www.susansweeney.com/resources.html - developing press releases.

www.stetson.edu/rhansen/prguide.html - writing better press releases www.xpresspress.com/ - writing & formatting press releases for E-mail

www.lin.ca/benefits.html -The Leisure Information Network - The Benefits Catalogue
advisorsmarketing.com/index1.html- BAM! Benefits Activated Marketing