

Marketing secrets told, and it's good PR



ERIC YAVERBAUM

Central Dauphin High School alumnus **Eric Yaverbaum** began doing public relations while studying marketing at American University in Washington some 20 years ago.

Now president of Jericho Communications Inc., a New York-based public relations firm, Yaverbaum shares his marketing secrets in a new publication, "Public Relations Kit for Dummies" (JDG Books, \$29.99).

Yaverbaum and collaborator **Bob Bly** have produced a first-class blueprint on the ins and outs of selling yourself, your business or someone's product. Yaverbaum describes the 346-page book and companion CD-ROM as a "PR agency in a box."

"This book is a significant guide for individuals or small businesses who don't have the resources for public relations, but [it] also offers a unique insight into PR that will benefit people who have years of industry experience," Yaverbaum said.

The comprehensive book gives step-by-step details on all facets of public relations from contacting potential clients to writing news releases.

BOOKINGS

MARY O. BRADLEY

Yaverbaum is co-founder of Jericho, which has an office in Seattle and a list of clients from American Express to Sony. Bly is an independent copywriter and author of 45 books. Yaverbaum was co-author of a 1996 book, "I'll Get Back to You," which offered a wellspring of tips about getting return phone calls.