

High Visibility: The Professional Guide to Celebrity Marketing



High visibility is not just a matter of vanity any more - its a fact of life. Today, throughout all sections of society, you gain power not because of your ability but your visibility. This feeling has become so strong that professionals of all kinds - businesspeople, lawyers, doctors, entertainers, athletes, politicians and others - are finding out that they are only as successful as they are visible. To match this trend, a new industry has evolved, dedicated to helping people achieve this much-sought after high visibility. Destroying the fallacy that success comes only to the able and the lucky, High Visibility describes the manufacturing and marketing techniques that increasingly separate the powerful from the powerless. Based on numerous case studies, this book shows how the process of celebrity marketing works and how it can be harnessed by anyone who wants to understand and use high visibility in their own careers and lives.

9780434910632: High Visibility: How Executives, Politicians Pornpitakpan, C. (2003) The effect of celebrity endorsers perceived and M. R. Stoller (1987) High Visibility: The Professional Guide to Celebrity Marketing. **High Visibility : The Professional Guide to Celebrity Marketing by** High Visibility: The Making and Marketing of Professionals into Celebrities by High Visibility: The Professional Guide to Celebrity Marketing: Philip Kotler: **Personal Branding and the Role of Public Relations - Springer** In High Visibility. The Making and Marketing of Professionals into Celebrities, Kotler et al. analysed the US . She questioned PR professionals in Almost all of these authors give instructions on how to identify ones. **Celebrity - Wikipedia** A celebrity board director is an officer with significant influence in the companys governance . Corporate Governance: A Board Directors Pocket Guide-Leadership, Diligence, and Wisdom. Lincoln, Nebraska:iUniverse. High visibility: The making and marketing of professionals into celebrities. New York: McGraw-Hill. Rated 0.0/5: Buy High Visibility: The Professional Guide to Celebrity Marketing by Philip Kotler: ISBN: 9780434910243 : ? 1 day delivery for Prime **2. The Power of Celebrity Endorsements Today** Recherche et Applications en Marketing (French Edition) .. Irving, Kotler P., Stoller M. (1990), High Visibility: The Professional Guide to Celebrity Marketing. **A Fine Arts Marketing Elective - Digital Commons @ Kennesaw** 83 celebrity marketing which, assuming the celebrity is not endorsing competitors offerings, High Visibility: The Professional Guide to Celebrity Marketing. **High Visibility By Philip Kotler .pdf** Rein, I., Kotler, P., & Stoller, M. (1997). High Visibility: The Making and Marketing of Professionals into Celebrities. (2nd edition ed.) NTC/Contemporary **Celebrity Sells: Hamish Pringle: 9780470868508: : Books** : High Visibility (9780844234489) by Irving Rein Martin Stoller High Visibility: The Making and Marketing of Professionals into Celebrities. **High Visibility, Third Edition: Transforming Your - Google Books** High Visibility: How Executives, Politicians, Entertainers, Athletes and Other Professionals Create, Market and The professional guide to celebrity marketing. **High**

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