



# Win & Wow: Public Relations Secrets for Everyday Success

*Betsy A. Hays, Tori Randolph Terhune*

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Win & Wow: Public Relations Secrets for Everyday Success divulges how we can all use proven public relations techniques to accomplish our personal and professional goals. From puppy-dog loyalty to preventing crises to maximizing your sparkle dial, this book walks you through a host of thought changers and action steps that can add real value to your life. Written by public relations professor Betsy A. Hays and social media pro and CEO Tori Randolph Terhune, this book provides their complementary perspectives about practical ideas and strategies that can be used by all of us, regardless of what we want to accomplish.

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