

When The Headline Is You: An Insider's Guide To Handling The Media
By Jeff Ansell

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This is a former journalist's tips and guidance on how to deal with traditional online media. Jeff Ansell provides a how-to guide for executives and professionals

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Jeff has served as senior vice president of Hill+Knowlton, and is the author of, When the Headline Is YOU: An Insider's Guide to Handling the Media.

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Jeff Ansell is the author of When the Headline Is You (3.68 avg rating, 22 ratings, 4 reviews, published 2010)

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Communications training expert Jeff Ansell is the author of When the Headline is You: An Insider's Guide to Handling the Media (Jossey-Bass) www.whentheheadlineisyou.com.

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