

Books Worth Reading

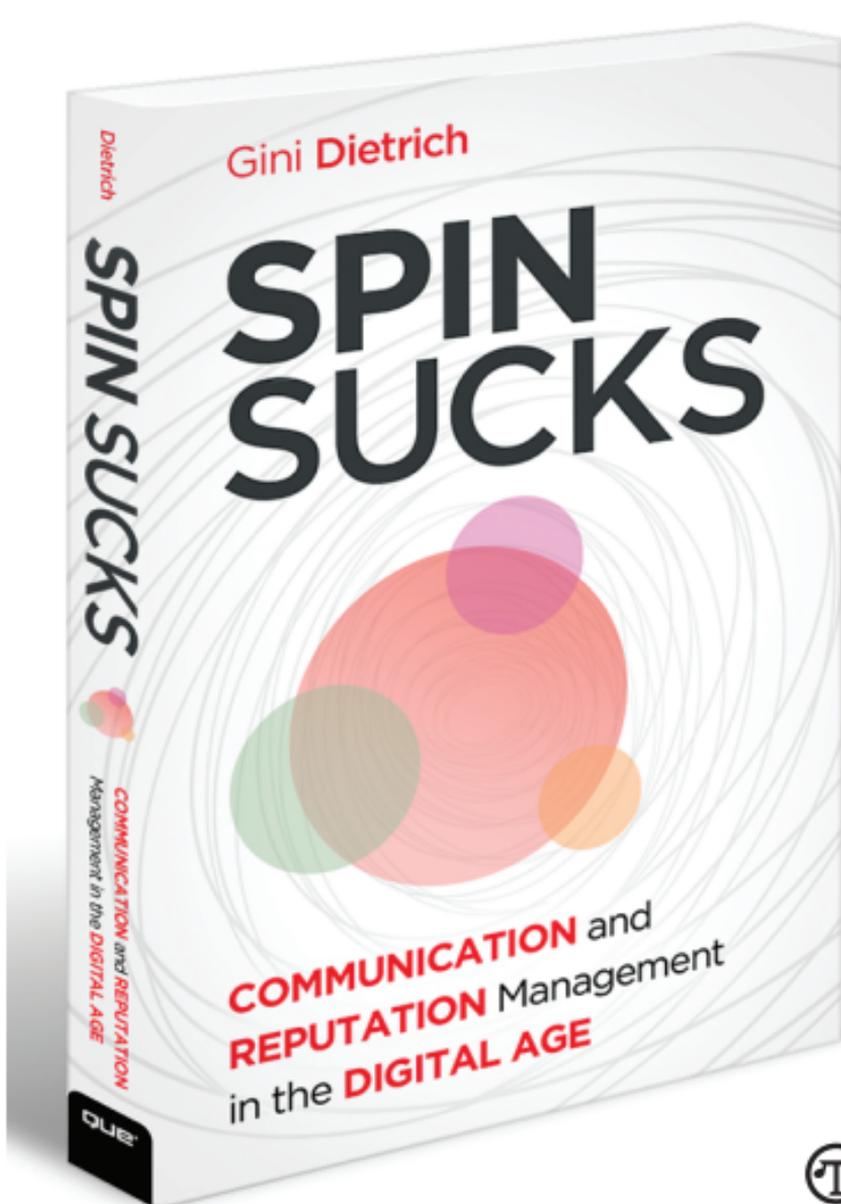
New Book Says Ethical Communication Is Key

(NAPSA)—There's good news for businesspeople who want to communicate their company's story more effectively.



Dietrich

A new book offers advice from an experienced professional on how to share powerful stories, communicate honestly, beat back whisper campaigns and deal with negative comments and reviews.



A new book on business communications maintains that a transparent and honest approach is the most effective.

It also instructs readers on how to shape a media campaign to have the biggest return on investment while maintaining an honest and transparent approach.

In her new book “Spin Sucks: Communication and Reputation Management in the Digital Age,” author Gini Dietrich offers an alternative to destructive spin: clear, transparent and honest communication, which she says is far more effective in today’s digital age.

Said Dietrich, “Whether you are a B2B, B2C or nonprofit organization, your customers expect authenticity and honesty. Today’s tools make transparent communications not only easier, but necessary.”

Dietrich is the founder and CEO of Arment Dietrich, Inc., a digital marketing communications agency with international scope. She’s also the chief blogger at Spin Sucks, a globally recognized public relations blog.

“Spin Sucks: Communication and Reputation Management in the Digital Age” is published by Que Publishing and is available via Amazon, Barnes & Noble, 1-800-CEO-READ and other bookstores.