



The Media Savvy Leader: Visibility, Influence and Results in a Competitive World

By David Henderson

Robert D. Reed Publishers. Paperback. Book Condition: new. BRAND NEW, The Media Savvy Leader: Visibility, Influence and Results in a Competitive World, David Henderson, This book profiles some of today's most recognised executives who know the competitive importance of personally taking charge of communicating the vision, brand, and reputation of their organisations -- and their own value, as leaders. David Henderson reveals how to shape information, deliver messages, and enhance brand recognition in the changing media landscape and the online digital revolution. In the Internet age, executives have to learn how to shape information about themselves and their companies, or the Internet will do it for them, and it won't be pretty.



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