

THE FALL OF ADVERTISING AND THE RISE OF PR RIES AL RIES LAURA%0A

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The Fall of Advertising and the Rise of PR makes me proud to still call myself a brand marketer. Al has this cunning ability to tell us what we already know, but somehow when he says it then it becomes Gospel. Most advertising and PR professionals know that PR is a better way to launch a product. Mr. Ries simply has the credibility and courage to say it in such a public way. Plus his jargon.

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Al Ries and Laura Ries of Ries & Ries, advertising agency, coauthored The Fall of Advertising and the Rise of PR in 2002. Al Ries serves as Chairman and his daughter Laura Ries is the President. After the book's release, The Fall of Advertising and the Rise of PR was reviewed by many publications, such as USA Today, Boston Globe, Chicago Sun-Times and Harvard Business Review. It also made

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Marketing strategists Ries and Ries spend all 320 pages of their latest book arguing one point: skillful public relations is what sells, not advertising.

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