

Ivan Booth shares PR knowledge in new book

Ivan Booth has collated his 21 years of experience in the public relations arena in a book titled *The Publicist's Playbook*. The veteran PR consultant has spread his expertise over 29 chapters, which are aimed at providing prospective publicists and current PR professionals with insightful information about the industry.

The Publicist's Playbook is available on [Amazon.com](https://www.amazon.com) in both Kindle and paperback editions.

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