



SalonOvations Public Relations for the Salon

Jayne Morehouse

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SalonOvations Public Relations for the Salon Jayne Morehouse

This complete, concise, do-it-yourself guide authoritatively presents the what's, when's, and how's of successful and cost-effective salon marketing. It introduces you to the public relations challenges and unveils the basic steps needed to launch a winning public relations program. You'll discover how to take advantage of choice marketing opportunities, spread the word about your operation via networking, and use proven marketing strategies to gain new clients and keep current ones.

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