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Book Report
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In "Rethinking Reputation: How PR Trumps Marketing And Advertisement In The New Media World," Fraser Seitel and John Doorley illustrate and expound on the importance of PR in the modern world. No longer is marketing and advertisement the way to do business, it's all about relationships. Doorley and Seitel show examples of various people and companies executing the power of relationships, publicity and word-of-mouth. Character-based communication tactics are the main theme of the book.

According to "Rethinking Reputation," telling the truth is always the best policy. In chapter four, T. Boone Pickens' story is used to demonstrate the "power of communication and reputation when linked to good performance and behavior" (pg. 71). Chapter four also authenticates the potential a company has when there is a plan, and it is executed. Having a plan and executing that plan, coupled with having good performance and behavior, according to Seitel and Doorley, will lead to a successful business venture. According to Pickens, "A fool with a plan can beat a genius with no plan" (pg. 70).

Seitel and Doorley show how the power of word-of-mouth can be useful to start-up companies, as well as one hundred year old corporations. Publicity is a powerful tool that marketing and advertisement cannot give you. Marketing and advertisement is what a company says about themselves, it's simply a promotion of what they are. Publicity, whether it's word-of-mouth or earned media, is what other people say about the compa-

ny. That is why publicity is such a advantageous tool. Publicity, according to Seitel and Doorley, is the core of public relations. Chapter two shows the importance of people and companies knowing how to sell their ideas. There is so much competition for attention that companies must know how to communicate and manage their ideas in the marketplace, according to Seitel and Doorley.

All throughout the book Seitel and Doorley explain the relevance of reputation building and protection. A person's reputation, or character will have an impact on every aspect of their lives. Seitel and Doorley use stories like Kobe Bryant, Bill Clinton and Charlie Rangel to demonstrate the importance of reputation. Each of these men went through something that attacked their character, each man handled it differently. Bryant faced his accusations head on, while Clinton and Rangel did their best at deflecting, dismissing and denouncing their actions. What is evident from all these stories is what Seitel and Doorley repeated over and over, "the best offense is a truthful defense" (pg. 134). The point is that the truth will come out, therefore coming out with the truth first is always smart.

I think Seitel and Doorley did a great job with "Rethinking Reputation." As a aspiring PR professional, I can apply everything I read in this book to my work knowledge. I think this is an important work for the public relations profession because Seitel and Doorley lay out a simple yet deep revelation of many PR practices and strategies. It's also extremely helpful to be able to read about various experiences companies and people have gone through concerning good and bad PR. It's an easy and interesting read that even people outside the PR profession will enjoy.