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communications teaching us how to positively influence the current public interest. Public relations is the art of positively influencing and changing other people's perceptions. Public relations is about people and the life we live today.

Public relations can create a brand image and it starts with being a "loved one" brand into a "love brand". For us, a loved brand may be a person we love, a loved brand could also be the author of a book we like reading again, when we think just how or when we have pleasant moments. A loved brand may be a reward or a chocolate biscuit we give to our children for excellent work. A loved brand is something we like – really like – something we stick up in the good times as well as in the bad times. Each of us are all wrapped up in a loved brand. This book is about how to apply public relations to create such a loved brand – about how to do it thoughtfully and honestly. I wish that all readers will be inspired by this book, inspired to have the courage to communicate, talk, listen and be interested in others.

Olga Jurilkova