



## The PR Strikes Back

*Keith Altham*

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## **The PR Strikes Back** Keith Altham

Keith Altham is the rock industry's best-known publicist. Mick Jagger, Sting, Van Morrison, and Paul Weller are just a handful of the famous names that receive the attention of Keith's poison pen. From his unique perspective as a music journalist, broadcaster and PR, Keith saw the real people behind the very public facades and witnessed the backbiting and private scandals that never made the headlines. In this sharp, witty collection of open letters, Keith looks back on a career spanning nearly four decades, and pulls no punches in letting his celebrity clients know exactly what he thinks of them.

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