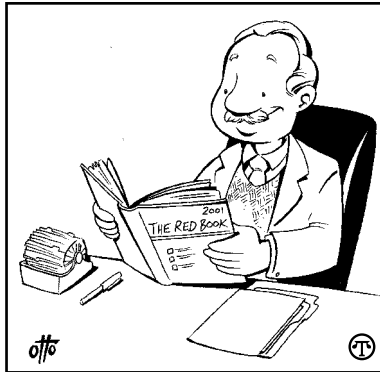


BACKGROUND ON BUSINESS

Put The Power Of Public Relations At Your Fingertips

(NAPSA)—Effective communication leads to trust, satisfaction and ultimately, a higher profit. This is why public relations is such an important asset to your business. The dilemma is selecting the PR firm that will help you achieve these goals to the fullest.



This is where *The 2001 Red Book* serves as your guide. It is a directory of nearly 1,000 top public relations consultants worldwide; all of whom are members of the Counselors Academy of the Public Relations Society of America. Firm listings are arranged alphabetically as well as cross-referenced by geography, industry expertise and practice area specialties. An alphabetical listing of individual members is also provided.

In addition, *The Red Book* also features *The Counselors Academy's Guide to Selecting a Public Relations Firm or Consultant*, a five-step strategy in finding the firm that is right for you.

To order your free copy, please call 212-460-1459 or e-mail prc@prsa.org (\$3.95 shipping & handling). To access an online version of *The Red Book*, visit www.prsa-counselors.org.