

## 21st century management and marketing

PR	Formula for success	Creative Management
<p>(1) The importance of PR</p> <ul style="list-style-type: none"> <li>• For effective and smooth functioning of modern organizations;</li> <li>• PR and other methods of communication;</li> <li>• The golden rules of PR.</li> </ul>	<p>(1) Fast reading skills</p> <ul style="list-style-type: none"> <li>• How to solve common problems about reading;</li> <li>• How to improve reception and understanding skills;</li> <li>• How to fasten reading.</li> </ul>	<p>(1) Leadership beyond standards</p> <ul style="list-style-type: none"> <li>• How to discover yourself;</li> <li>• Seeing team perspective;</li> <li>• Creative development of mind, spirit and thinking.</li> </ul>
<p>(2) Role of PR during the crisis</p> <ul style="list-style-type: none"> <li>• The importance of effective communication;</li> <li>• The importance of frankness and respect for the development of successful PR;</li> <li>• Tools for PR.</li> </ul>	<p>(3) Managerial writing</p> <ul style="list-style-type: none"> <li>• Specifics of Business letters;</li> <li>• Business message: planning, content, rationale , structure;</li> <li>• Preparing assay.</li> </ul>	<p>(2) Know-how of communication</p> <ul style="list-style-type: none"> <li>• Creative approach to conflict resolution;</li> <li>• Team work;</li> <li>• Finding unique ways of team work</li> </ul>
<p>(3) Media relations</p> <ul style="list-style-type: none"> <li>• What is news?</li> <li>• Relations between the media and the public;</li> <li>• How to use inverse pyramid in making news</li> <li>• Advice in the preparation of press releases.</li> </ul>	<p>(4) Presentation skills</p> <ul style="list-style-type: none"> <li>• Individual presentation;</li> <li>• Public speaking;</li> <li>• Group presentation.</li> </ul>	<p>(4) Management through NLP - (Neo Linguistic Programming)</p> <ul style="list-style-type: none"> <li>• Secret of NLP;</li> <li>• Implementing effective strategies in innovation;</li> <li>• Improving results in variable conditions.</li> </ul>