



The M-factor: Media Confidence for Business Leaders and Managers

Tom Maddocks

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The ability to communicate a clear message, and deal with questions from the media, is now a vital skill for almost any Chief Executive or senior manager. Yet many in the business world fear the media; instead of seeing an opportunity they seem to be much more worried that they will be misquoted, and think reporters' only aim is to catch them out. This highly practical, down-to-earth book reveals the secrets of how to understand the media mindset, know what journalists are looking for, give a good press or broadcast interview, deal with a crisis, and understand the impact of social media.

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