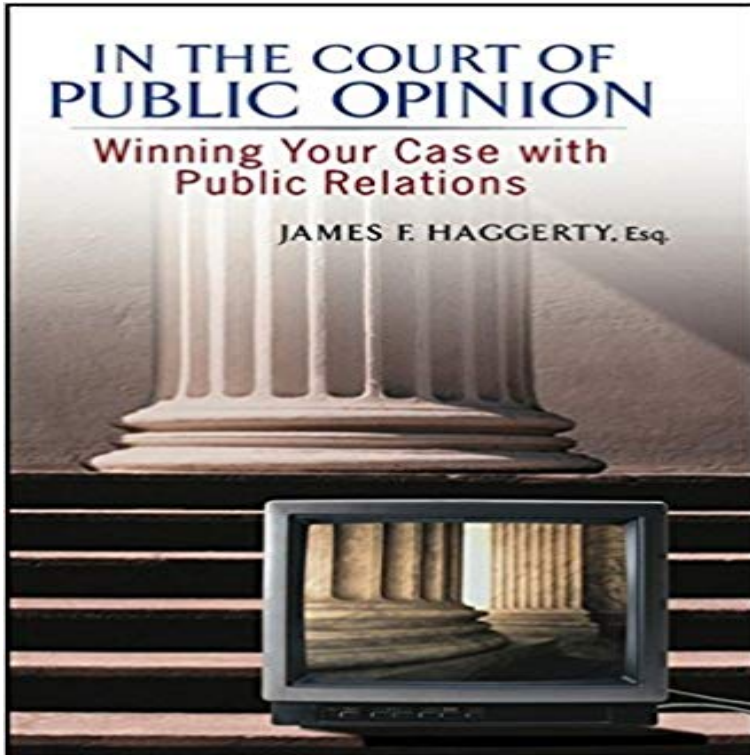


In The Court of Public Opinion: Winning Your Case with Public Relations



A practical guide to winning the public relations war in business In The Court of Public Opinion is a lively and practical guide for anyone involved in high-stakes litigation. Given the increasingly litigious, media-saturated business environment, companies and high-profile individuals need protection-not just in the courthouses, but in the court of public opinion. Using examples from many of the most famous cases in the past several years, In The Court of Public Opinion contains real-life strategies that CEOs, lawyers, and other executives can use when they find themselves in a high-profile lawsuit. James F. Haggerty, one of the nations leading attorney/PR pros, offers advice on public relations strategies that will help businesses and individuals save their reputations as well as their livelihood. James F. Haggerty (New York, NY) is an attorney and CEO of the PR Consulting Group in New York. He has been working with legal and litigation issues for more than fifteen years and has been involved in many high-profile legal disputes, including the Ronald Perelman/Patricia Duff divorce and the Screen Actors Guild strike against the advertising industry. His writing on communications issues has appeared in The New York Times, the National Law Journal, and PR Week.

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