



# The Art of Perception: Memoirs of a Life in PR

*Robert Leaf*

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# The Art of Perception: Memoirs of a Life in PR

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**The Art of Perception: Memoirs of a Life in PR** Robert Leaf

**Robert Leaf is the father of modern international public relations and this is the memoir of a man who has been at the forefront of the PR industry for almost 50 years**

*The Art of Perception* is the memoir of Robert Leaf, the man who is considered to be the all-time leader in the field of international public relations. As the international CEO of Burson-Marsteller, which became the world's largest PR firm during his tenure, he was the first executive to bring PR to the Soviet Union during the Cold War and established the first official Chinese government PR firm. He started the first international PR firm in the Middle East and opened offices throughout the world. He has advised governments, major corporations, and leading individuals, and has been involved in some of the biggest news stories of the time. Now, in a changing world of 24-hour news cycles in which global disasters are shared on the most personal levels and events make it from smartphone to headline news in seconds, the need to manage perceptions has never been more essential for corporations and individuals. In a memoir that is as entertaining as it is informative, Leaf shares his unique experiences in a book that is essential reading for communicators, business professionals, and anyone who would like to improve their skills in the art of managing perceptions.

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