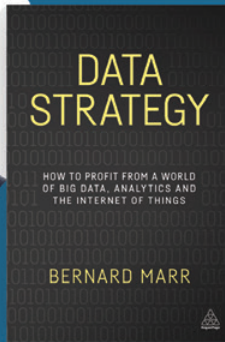


CASE STUDY DATA STRATEGY

Our Campaign



We manage the PR for many of Kogan Page publisher's key titles each year and *Data Strategy* by Bernard Marr is one of those titles. Kogan Page had big ambitions for the book and we were delighted to help them achieve these.

Bernard Marr is an internationally bestselling business author, one of the most highly respected voices in the world of data and advisor to both companies and governments. *Data Strategy* explains how businesses can profit from big data, analytics and the internet of things.

The aim of the campaign was to target not only the business press, thereby reaching the key readership for the book, but also the national newspapers.

Our Results

We secured guest articles by Bernard in the *Guardian*, *Sunday Express* and the *Sun*, comment in the *Sunday Times* and *Raconteur*, a review of the book in *Flight Time*, interviews on Newstalk and BBC regional radio stations, as well as 13 other guest articles in the business press.

What Kogan Page Say

“ We have really enjoyed working with The Book Publicist. They have secured some fantastic opportunities for our authors and have been a great help in supporting our marketing efforts. ”

