
PRESS REVIEW

ep Photovoltaik:

“From a journalist’s point of view, reading Section III, ‘Measures and Tools’, as well as IV, ‘Dealing with Journalists’ is highly recommended to PR or marketing managers, since in these sections the authors explain what is important in a press release or professional article. The clearly structured PR handbook represents a very useful aid for all needs of press and public relations.”

(Translated from German)

> <http://www.ep-photovoltaik.de/nc/fachinformation/fachartikel/?details=76693>

Sonne Wind & Wärme:

“The handbook is well structured and easy to read. It is not only recommended because it provides tips suitable for everyday use beyond PR (“Whatever happens: keep cool and improve if and where you have to”). In fact, its significant advantage is that people from the field have written it, those who are as familiar with the HUSUM WindEnergy and Interpellets trade fairs as they are with the professional press.”

(Translated from German)

> <http://www.sonnewindwaerme.de>

planer + installateur:

“The texts are memorable, written in understandable language and prove that they were composed by genuine experts who know their material in the fields mentioned.”

(Translated from German)

> http://pressedownload.pr-krampitz.de/planer+installateur_02_2012_Rezension-PR-Leitfaden-Neue-Energien.pdf

Sonnenenergie:

“Overall this work from Iris Krampitz contains much truth and important information on public relations. For that reason, it is highly recommended – particularly for those who do PR on the side or who think that by practicing one can learn on one’s own.”

(Translated from German)

> <http://www.sonnenenergie.de/sonnenenergie-redaktion/SE-2012-02/Layout-fertig/PDF/Einzelartikel/SE-2012-02-s007-Buchvorstellung.pdf>

Die Solarteurin:

“The book provides solid expertise for a crisis-ridden branch and explains how to set up appealing PR in no time using succinct examples with clearly structured checklists.”

(Translated from German)

> <http://solarteurin.blog.de/2012/02/05/rezension-gelungenes-pr-einmaleins-solarfirmen-12652589/>

PR-Handbook for New Energies

More Marketing Success through More Media Presence

Communication Director:

“(...) Written in crisp, vivid English, this German publication is testament to the country’s progressive performance in the green energy markets; this small-but-perfectly-formed book is an important early entry on the subject, and should also be read by anyone looking for a fresh perspective on public relations.”

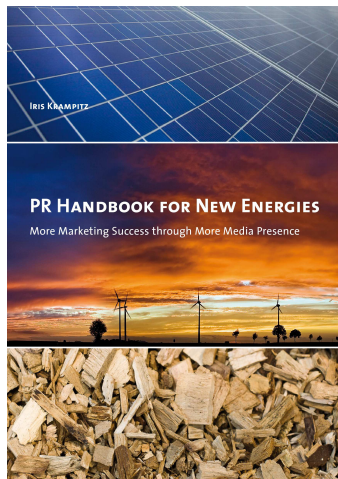
> <http://www.communication-director.eu/>

Pellets – Markt und Trends:

“(...) Using clear language and many examples, Iris Krampitz and her team of authors describe how companies can find appropriate topics to be considered in trade journals, which appointments lend themselves best for a press conference or how a company can present itself in the new media. (...) Above all, the checklists, the boxes with tips and examples from the field make this guidebook a helpful instrument for those who deal with the press daily.”

(Translated from German)

> <http://www.pelletsmagazin.de/>



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Interested parties can order the PR Handbook for New Energies for €29.90 inclusive VAT (excluding postal charges) at the Press Agency Krampitz in German or English. During the **Intersolar Europe**, the agency will be selling the handbook (without postage charges) at its fair stand.

Reading samples and an order form can be found at the following link:

<http://www.pr-krampitz.de/en/shop>