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## Buzz and Brand Resources

### Cluetrain Manifesto

**Rick Levine, Chris Locke, Doc Searls, David Weinberger**

The anti-hype primer for public relations professionals, this book explains how communicators must overcome the limitations of routine PR practices to create a meaningful and sustained dialogue with market influencers. **(Perseus Publishing, 2000)**

### It's the Message Stupid

**Rick McNeese**

Rick McNeese is the vice-president of marketing for Platinum Technologies. He made this 30-minute presentation at the Software Success conference in May 1999, in San Francisco, CA. McNeese talks about building a focused message at Platinum, and the lessons learned. There's some great advice, and reminders about the importance of taking a stand on a few key points. It's available in audio cassette format. Contact Reid Eddison for more information.

### [www.thestandard.com/newsletters](http://www.thestandard.com/newsletters)



One of the only daily newsletters that's an absolute must-read, Media Grok dissects the spin in the main technology headlines of the day.

### [www.prfirms.org](http://www.prfirms.org)

This public relations agency finder misses some of the smaller boutique shops of interest to startups. And it doesn't list independent Canadian firms. Nonetheless, it's a good resource if you're looking to round out an agency search or to find a specific agency's website. The OEfind an agency' search allows you to zero in on firms with a particular focus or in a specific geography.

### What's New At Reid Eddison:

With winter around the corner, we're seeing some signs of vitality in the tech sector, especially among younger companies...  
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