



"When and How --Selling Your PR Agency"

Mr. Art Stevens

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The world of PR agency mergers and acquisitions has changed dramatically during the past ten years. Criteria for acquisitions have changed, buyers' thinking continues to evolve and the role of PR agency owners in buyer organizations is far different today. Sellers need to consider a menu of options so they can make the wisest decisions on their future. This book covers many aspects of how and when to sell a public relations agency. It is a straightforward tutorial enabling the reader to learn how to go about planning and consummating the sale of their firms. Art Stevens, the book's author, has guided and counseled public relations firms for the past eleven years. He has saved owners from using poor judgment and choosing buyers for the wrong reasons. A PR firm is a significant asset in the life of an agency owner and must be treated accordingly.

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