

Chapter 1 : Social PR Secrets 4th edition By Lisa Buyer on Amazon

The 4th edition of Social PR Secrets ensures that you're not one of those unfortunates. Social PR Secrets, the 4th edition, is now available on Amazon as of June

Another motivation was racial, as he had allegedly heard parents of other players disparage the Williams sisters during tournaments. Playing style[edit] This section of a biography of a living person needs additional citations for verification. Please help by adding reliable sources. Contentious material about living persons that is unsourced or poorly sourced must be removed immediately, especially if potentially libelous or harmful. October Learn how and when to remove this template message Williams is a very powerful baseliner who also has an attacking all-court game. Her game is well adapted to grass, where she feels most comfortable, which is reflected in her five Wimbledon singles titles. She has developed into a skilful volleyer who uses her long arm span 1. August Learn how and when to remove this template message “ Professional debut[edit] Williams turned professional on October 31, , at the age of fourteen. That was the only tournament Williams played in In , Williams played three more events as a wild card, falling in the first round of the tournament in Los Angeles and the tournament in Toronto but reaching the quarterfinals of the tournament in Oakland, defeating No. Williams played five events in , falling in the first round four times but reaching the third round in Los Angeles, before losing to No. Early success[edit] Debut Grand Slam singles final[edit] Williams played 15 tour events in , including five Tier I tournaments. She then lost in the quarterfinals to No. Her ranking broke into the top on April 14, She made her debut in the main draw of a Grand Slam tournament at the French Open, reaching the second round before losing to Nathalie Tauziat. She then lost in the first round of Wimbledon to Magdalena Grzybowska. Richard Williams , her father, later claimed that this incident was racially motivated. On September 8, , her ranking broke into the top 50 for the first time. She ended the year ranked No. Williams eventually lost in the quarterfinals to No. Three weeks later, Williams defeated No. Williams then defeated Joannette Kruger in the final to win the first singles title of her career. On March 30, , her ranking broke into the top 10 for the first time, at No. Williams played only one tournament on clay before the French Open. Williams lost again to Hingis in the quarterfinals of the French Open. Williams lost her first match at the Direct Line International Championships in Eastbourne on grass before losing to No. On July 27, , her ranking rose to No. Williams played three tournaments during the North American summer hard court season. Patellar tendonitis in her left knee caused her to retire from her quarterfinal match at the tournament in San Diego while trailing Mary Pierce 4–0 in the third set. Williams played four tournaments in the remainder of She had earned enough points during the year to participate in the year-ending Chase Championship but withdrew from the tournament because of tendonitis in her knee. She finished the year ranked No. Both titles came with sister Serena, becoming only the third pair of sisters to win a WTA tour doubles title. However, she rebounded at the Faber Grand Prix in Hanover , defeating Graf for the first time in the semifinals before losing the final to No. Williams then successfully defended her titles in both Oklahoma City and Key Biscayne. Williams played four clay court events during the spring. Three weeks later, however, she won her first title on clay at the Betty Barclay Cup in Hamburg , defeating Mary Pierce in the final. At the French Open , she extended her winning streak to 22 matches before losing in the fourth round to No. At the Wimbledon Championships , Williams defeated No. Williams rebounded in the summer when she won two Fed Cup matches against Italy and lost in the final of the Bank of the West Classic in Stanford to No. On August 30, , her world ranking reached third for the first time. Williams won her sixth title of the year at the Tier I event in Zurich, defeating No. Four weeks later, she lost to Davenport in the semifinals of the tournament in Philadelphia. Making her debut at the year-ending Chase Championships, Williams lost to Hingis in the semifinals. Williams sisters domination[edit] She returned to the tour during the European clay court season. Although she had won only two of her four matches before the French Open , she was seeded fourth there. Williams then won 35 consecutive singles matches and six tournaments. She won her first Grand Slam singles title at Wimbledon, defeating No. Davenport eventually snapped her winning streak in October in the final of the Linz Open. Williams did not play a tournament the rest of the year because of anemia.

Williams also reached the semifinals of the Tier I Tennis Masters Series tournament in Indian Wells, California, where she controversially defaulted her match with sister Serena just before the match started. Williams had been suffering from knee tendinitis throughout the tournament and eventually this prevented her from playing. The following day, Williams and her father Richard were booed as they made their way to their seats to watch the final. Due to this, neither Williams sister entered the tournament for 14 years, [26] with Serena entering in after appeals for forgiveness from the event and the WTA Tour. She defeated Hingis in the semifinals and No. 1. Because of this victory, her ranking rose to a career high of No. 1. This was only the second time that she had lost in the first round of a Grand Slam singles tournament. During the North American summer hard court season, Williams won for the second consecutive year the tournaments in San Diego, defeating Seles in the final, and in New Haven, defeating Davenport in the final. Williams also won the US Open singles title for the second consecutive year, without dropping a set. In the quarterfinals, she beat fifth-seeded Clijsters, followed by a semifinal victory over No. 1. She played Serena in the final, which was the first Grand Slam singles final contested by two sisters during the open era. Venus won the match and her fourth Grand Slam singles title. However, she then lost for the first time in her career to Seles in the quarterfinals of the Australian Open. As a result of her strong start to the season, Williams assumed the world No. 1. Williams was the first African-American woman ever to hold the ranking. She held it for just three weeks before surrendering it back to Capriati. Williams failed to defend her title in Miami after losing in the semifinals to Serena. A week after winning that tournament, she once again replaced Capriati as the No. 1. During those three weeks, Williams had made the final in Hamburg, defeating Hingis in the semifinals before losing to Clijsters in the final. Seeded second at the French Open, Williams defeated former champion Seles to reach the semifinals for the first time. Williams once again replaced Capriati as the No. 1. As the top seed at Wimbledon, Williams defeated Henin in the semifinals to make the final for the third consecutive year. However, there, she lost to Serena. This result meant Serena replaced Venus as the No. 1. Williams won the titles in San Diego and New Haven for the third consecutive year, defeating Davenport and Dokic to win the former and defeating Davenport in the final of the latter. Playing Serena for their third consecutive Grand Slam final, Serena won once again. After that, Williams played just four more matches during the season. She reached the semifinals at the year-ending Sanex Championships after defeating Seles in the quarterfinals, but she then was forced to retire against Clijsters due to injury. Williams finished the year ranked No. 1. Injuries and losses [edit] Australian Open final and injuries [edit] Williams started by defeating fifth seed Justine Henin to make the final of the Australian Open for the first time. In the final, however, she lost to sister Serena. This marked the first time in the open era that the same two players had met in four consecutive Grand Slam finals. However, shortly afterwards, she began to struggle with injury. She then suffered her earliest exit at a Grand Slam tournament in two years when she lost in the fourth round of the French Open to Vera Zvonareva. At Wimbledon, Williams was seeded fourth. Williams defeated former champion Lindsay Davenport in the quarterfinals and Kim Clijsters in the semifinals to advance to her fourth consecutive Wimbledon final, where she lost again to sister Serena. While she was recovering from the injury, her sister Yvetta Price was murdered. It was the first time in nearly six years that she had dropped out of the top 10. Tough losses and further injuries [edit] In 2002, Williams came back to the tour suffering inconsistent results. As the third seed because of a protected ranking, she reached the third round of the Australian Open, where she lost to Lisa Raymond. She then lost in the quarterfinals of her next three tournaments. Williams began to find her form at the beginning of the clay-court season. She then withdrew from that match against Mauresmo due to injury. Going into the French Open, Williams had the best clay-court record among the women and was among the favorites to win the title; however, after making the quarterfinals to extend her winning streak on the surface to 19 matches, she lost to eventual champion Anastasia Myskina. Despite her defeat, she re-entered the top 10.

Chapter 2 : Venus Williams - Wikipedia

updated 4th edition, a public relations, social media, and digital marketing field guide with 32 chapters, and + pages of actionable items and hundreds of curated resources.

Prince Yiren at that time was residing at the court of Zhao , serving as a hostage to guarantee the armistice between the Qin and Zhao states. Sinologist Derk Bodde wrote: In BC, when King Zhuangxiang died after a short reign of just three years, he was succeeded on the throne by his year-old son. After Zhao Zheng inherited the throne, Chengjiao rebelled at Tunliu and surrendered to the state of Zhao. He decided to distance himself and look for a replacement for the queen dowager. He found a man named Lao Ai. Later Lao Ai and queen Zhao Ji got along so well they secretly had two sons together. First attempted assassination Main article: The dagger used in the assassination attempt is seen stuck in the pillar. Qin Shi Huang right is seen holding an imperial jade disc. One of his soldier far right rushes to save his emperor. Stone rubbing; 3rd century, Eastern Han King Zheng and his troops continued to take over different states. The state of Yan was small, weak and frequently harassed by soldiers. It was no match for the Qin state. Each was supposed to present a gift to King Zheng: Jing Ke continued to advance toward the king, while explaining that his partner "has never set eyes on the Son of Heaven ", which is why he is trembling. Jing Ke had to present both gifts by himself. The king drew back, stood on his feet, but struggled to draw the sword to defend himself. Jing Ke pursued the king, attempting to stab him, but missed. Jing Ke then threw the dagger, but missed again. Someone in the palace who had known him in the past exclaimed, "This is Gao Jianli". As part of the plot, the lute was fastened with a heavy piece of lead. He raised the lute and struck at the king. He missed, and his assassination attempt failed. Gao Jianli was later executed. The only independent country left was now state of Qi , in the far east, what is now the Shandong peninsula. Terrified, the young king of Qi sent , people to defend his western borders. In BC, the Qin armies invaded from the north, captured the king, and annexed Qi. Some of the strategies Qin used to unify China were to standardize the trade and communication, currency and language. For the first time, all Chinese lands were unified under one powerful ruler. The words, "Having received the Mandate from Heaven, may the emperor lead a long and prosperous life. The Seal was later passed from emperor to emperor for generations to come. History of the administrative divisions of China before Map of Qin Dynasty and its administrative divisions In an attempt to avoid a recurrence of the political chaos of the Warring States period , Qin Shi Huang and his prime minister Li Si completely abolished feudalism. Under Li Si, the seal script of the state of Qin was standardized through removal of variant forms within the Qin script itself. This newly standardized script was then made official throughout all the conquered regions, thus doing away with all the regional scripts to form one language, one communication system for all of China. Legalism Chinese philosophy , Wu Xing , and Burning of books and burying of scholars Qin Shi Huang also followed the school of the five elements , earth, wood, metal, fire and water. It was also believed that the royal house of the previous dynasty Zhou had ruled by the power of fire, which was the colour red. The new Qin dynasty must be ruled by the next element on the list, which is water, represented by the colour black. Black became the colour for garments, flags, pennants. According to the later Records of the Grand Historian , the following year Qin Shi Huang had some scholars buried alive for owning the forbidden books. In Han times, the Confucian scholars, who had served the Qin loyally, used that incident to distance themselves from the failed dynasty. A Han aristocrat named Zhang Liang swore revenge on the Qin emperor. At a signal, the muscular assassin hurled the cone at the first carriage and shattered it. However, the emperor was actually in the second carriage, as he was travelling with two identical carriages for this very reason. Thus the attempt failed.

Chapter 3 : Angela Bassett - IMDb

Lisa Buyer is the author of Social PR Secrets, a book for social media and public relations pros how to optimize, socialize and publicize a brand's news.

Managing a Community Chapter 9: Distribution, Amplification, and Promotion Chapter Podcasting for Social PR Chapter The Rise of Visual Reporting Chapter Visual PR Secrets Chapter Measurement, Analytics, and Google Chapter Avoiding a PR Disaster Chapter Strategy for Tragedy Chapter Instagram PR Secrets Chapter Pinterest PR Secrets Chapter Digital Detox Secrets - New Chapter The concept of sucking up to a few major publications and offering exclusives to the one that promises the most coverage is a risky concept. Trickle down is waning. Bubble up is the new game. Thus, PR and social media are completely different. Where PR is about getting journalists to tell people to buy your product. Social media is about providing value. The goals, rules, and best-practices are not the same. About the Author Lisa Buyer is a speaker, journalist, and educator on the trending topic of public relations and how it is influenced by social media and search engine optimization. She is a graduate of the University of Florida College of Journalism with more than 20 years experience as a public relations agency owner. Social PR and search engines redefine how we communicate, deliver news, receive news, find information, and make decisions—whether it is our next vacation, investment, computer, doctor, lawyer, or hair salon. The public relations cycle is in a new era where company news is delivered outside of the traditional journalism ecosystem. Contact Us with any questions you have about the book.

Chapter 4 : Lisa Buyer (Author of Social PR Secrets 2nd Edition)

Social PR Secrets 4th Edition Book () Now Available on Amazon! A Social PR book by Lisa Buyer and read the foreword by Guy Kawasaki: How to optimize, socialize, and publicize your brand's news.

Chapter 5 : Qin Shi Huang - Wikipedia

Social PR Author, Evangelist, Journalist and Publicist. Author of Social PR Secrets and named one of the top 40 Digital Strategists for , Lisa Buyer is passionate and ambitious about how Public Relations, Social Media and Online Marketing influence each other.

Chapter 6 : Trust | HuffPost

Social PR Secrets Third Edition is almost double the size of the second edition with completely refreshed content, more than 75 actionable Social PR Secrets (tips), and hundreds of resources all in one place to take your brand to Social PR power user status.

Chapter 7 : PR Meets Social Media: Read Social PR Secrets 3rd Edition

New, Updated Second Edition! It's a book, it's a hashtag, it's a movement. #SocialPRSecrets. New chapters including: How to Optimize an Event for PR, Social PR Collaboration, Facebook PR Secrets, Twitter PR Secrets plus a Social PR Glossary.

Chapter 8 : AOL - News, Politics, Sports & Latest Headlines

Social PR Secrets FOURTH Edition is completely refreshed content with pages, more than actionable Social PR Secrets (tips), and hundreds of resources all in one place to take your brand to Social PR power user status.

Chapter 9 : The Sneaker Leaker

Lisa Buyer takes three with the launch of Social PR Secrets 3rd edition. Public relations, digital marketing and social media marketing pros won;t want to miss this. Even if you read the first and second versions, the 3rd edition is a complete refresh with an additional 9 more chapters.