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Work--And Why Your Company Needs Them By Peter  
Shankman**

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Peter Shankman is the founder and CEO of The Geek Factory, and the author of Can We Do That?! Outrageous PR Stunts That Work and Why Your Company Needs Them.

### **Peter shankman: presenter, public relations**

He has authored two books: Can We Do That?! Outrageous PR Stunts That Work and Why Your Company Needs Them and Customer Service: Peter Shankman.

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Peter Shankman is the author of Can We Do That! (3.88 avg rating, 56 ratings, 12 reviews, published 2006), Nice Companies Finish First

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