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

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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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Q&a: peter shankman, founder of help a reporter

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.

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Peter Shankman, born New York City and a PR firm called . He is the Outrageous PR Stunts That Work and Why Your Company Needs Them (Wiley and Sons 2006)

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