



## News with Edge: Is any press good press?

Welcome to News with Edge!  
'Any Press is Good Press: Fact or Fiction?'  
Did You Know...?  
Industry Stories and News  
Upcoming Events  
Connect With Us

---

## Welcome to News with Edge!



Have you ever heard that the tryptophan in turkey is what makes us feel sleepy after indulging in a big Thanksgiving dinner?

Or the one about swallowed chewing gum taking seven years to digest?

What about "Beer before liquor, never sicker; liquor before beer, never fear"?

All of these are examples of commonly-believed myths that have been widely distributed, unquestioningly, but incorrectly! And, in a world in which your company's reputation can be irreparably affected by an employee's careless tweet, or a customer's bad Yelp review, perceptions matter!

Our article this month debunks the age-old adage, "Any press is good press", and offers five steps to follow when you experience bad press.

If you would like to set up a time to chat about navigating press and media relations, please [email me!](#)

Amy Juers

Amy L. Juers, MBA  
Founder and CEO  
Edge Marketing, Inc.

---

## Any Press is Good Press: Fact or Fiction?



Is any press good press? The answer is simple: No! This statement is one of the biggest myths of public relations! While it is great to get your name or company in the press, you want it to be there for the right reasons.

[Read the article](#)

---

### About the Author

Nicolle Martin is a senior account manager for Edge Marketing. She has more than 18 years of experience doing public relations and marketing in the legal industry. At Edge, she works with clients to market their companies through many different avenues.



## Did You Know...?

According to the [B2B Buyers Survey](#), the number of buyers using social media to research potential solutions has grown from 20% in 2012 to 54% in 2018.

---

## Industry Stories and News

**Read the latest top stories and industry news!**

[Electronic Signature: What Accountants Need to Know](#)  
[Practical Advice for Separating Digital Lives During Divorce](#)  
[Cutting Cloud Waste, Painlessly](#)

## Upcoming Events

**Check out these upcoming industry events!**

**ARMA Annual Conference & Expo** - October 22-24, Anaheim CA

**QuickBooks Connect** - November 5-7, 2018, San Jose CA

**Winning is Everything** - January 23-25, 2019, Las Vegas NV

**ALM's Legalweek: The Experience** - January 28-31, 2019, New York

**AIIM Conference 2019** - March 26-28, 2019, San Diego CA

**CLOC** - May 14-16, 2019, Las Vegas NV

**AICPA Engage** - June 9-13, 2019, Las Vegas NV

---

## Connect With Us

Visit [Edge Legal](#) and [Accounting Edge](#) company pages on LinkedIn to see the latest info!



*Click here to get Edge!*

Visit [The EdgeRoom Blog](#) -- the place for leading industry articles, news and events.

Feel free to forward this to a colleague or [contact us](#) with any questions or comments.



©2019 Marketing | Minneapolis MN

[Web Version](#)   [Preferences](#)   [Forward](#)   [Unsubscribe](#)

Powered by [Mad Mimi®](#)  
A GoDaddy® company