



CREDIT LIST – 2009-2019

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[Website](#)

[LinkedIn Profile](#)

[Twitter](#)

BOOKS

- [21st Century Secrets to Effective PR](#) (Strategic Communications, 2018)
- [Best Practices in Influencer Marketing](#) (Strategic Communications, 2016)
- [The Everything Guide to Customer Engagement](#) (Adams Media, 2014)
- [The Everything Resume Book](#) (Adams Media, 2012)
- [Motivating Today's Employees](#) (Self-Counsel Press, 2012)
- [Complete Idiot's Guide to Strategic Planning](#) (Penguin Press, 2011)
- [Direct Mail in the Digital Age](#) (Self-Counsel Press, 2011)
- [The Everything Job Interview Book, 3rd edition](#) (Adams Media, 2011)
- [Human Resource Essentials](#) (Society for Human Resource Management, 2010)
- [Managing Off-Site Staff](#) (Self-Counsel Press, 2010)
- [Employee Management for Small Business](#) (Self-Counsel Press, 2010)
- [Telecommuting](#) (Self-Counsel Press, 2010)
- [The Essentials of Corporate Communications and PR](#) (Harvard Business School Press, 2006)
- [Marketing With the End in Mind](#) (IABC, 2005)
- [Writing a Convincing Business Plan](#) (Barrons, 2001)
- [The HR Book](#) (Self-Counsel Press, 1999)

ARTICLES (Alphabetical by publication; chronological within publications)

ADP

[Strategic Financial Planning](#), October 2018
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[How to Help Employees With Retirement Planning](#), November 2017

[OSHA Compliance: What Finance Leaders Need to Know](#), November 2017
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[How to Recruit for New Talent During a Company Reorganization](#), August 2017
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[Recognizing the Value of Your Top Talent Resources](#), July 2017
[Financial Counseling: Easing Employee Stress and Boosting Productivity](#), July 2017
[Training Resources: Drive Better Bottom Line Results](#), July 2017
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[How to Manage a Time Off Policy at a Global Organization](#), July 2017
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[The Lilly Ledbetter Act and Pay Equity](#), February 2017

Adecco

[Five Things American Companies Should Know About GDPR](#), May 2018

ADVANCE for Nurses

Executive Presence for Nurses, April 2014
Leading When You're Not the Formal Leader, April 2014
Effectively Engaging Your Nursing Staff, February 2014
Hiring Nurses From Within, December 2013
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When Patient Preferences Discriminate, September 2013
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How to Get Along, May 2010
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American Gas

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Automating for Safety, August 2015
Gas Distribution Wins the Winter Challenge - June 2015
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Customer Service in the New Age, April 2015

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[Communicators and Customer Engagement: Why It Matters.](#) February 2014

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[Streamline Your Timeline: Create a More Efficient Hiring Process](#), November 2018
[How to Attract Top Talent: Avoid These Hiring Pitfalls](#), August 2018
[How to Leverage the Power of Retirees](#), April 2018
[How Stay Interviews Can Help You Assess Employee Satisfaction](#), March 2018
[How to Make the Most of Online Reviews](#), January 2018
[The Digital Landscape of Mattress Shopping](#), May 2015
[The Risks of Online Recruiting](#), May 2013
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[Shopping: it's All About the Experience](#), November 2009
[Tough Talks – How to Break Bad News to Employees](#), May 2009

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[Digital Communications and the Local Movement](#), October 2016

[Your Prospects are Multi-Dimensional So Define Them That Way](#), July 2016

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[Avoiding the Pitfalls of Content Marketing](#), April 2016

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[Social Media Analytics: Going Beyond the Numbers](#), October 2014

[Learning By Doing](#), April 2014

[How to Sell Social Media to the C-Suite](#), February 2014

[Think Before You Tweet](#), August 2013

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Credit Union Management

[Love Contracts: Good or Bad Idea?](#), February 2019

[Don’t Dread Exit Interviews](#), November 2017

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Developer Academy

[Best Practices in Train-the-Trainer Initiatives](#), January 2018
[How to Leverage Pre- and Post-learning Assignments](#), December 2017

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[Thirty-One: Driven by Passion, Fueled by Purpose](#), March 2018
[Jamberry: Social Selling Drives Innovation and Fast Beauty](#), February 2018
[Monat: A Focus on Family](#), November 2017
Think Pink: Scents Get Personal at Pink Zebra, February 2017
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Fresh Perspective Brings Energy Boost to LifeVantage, May 2016
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Momentis: Bringing Energy and Energy Services to the Masses, May 2012
Barefoot Books: Passionate About Children’s Literature, March 2012
Organo Gold: Making Coffee With a Special Ingredient, February 2012
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DSEF: Making the World a Better Place for Direct Selling, October 2011
Jeunesse: The Science of Youthful Aging, September 2011

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[Is Your Content Review Process Out of Control? How to Fix It](#), May 2019
[Are You a Slave to SEO Keywords](#), April 2019
[Reimagining Monetization in a Post-Advertising World](#), April 2019
[How Serious is Mark Zuckerberg About Keeping Facebook Data Private?](#), March 2019
[The State of Data Management](#), March 2019
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[The State of Online Content Analytics](#), February 2019
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[How the CCPA May Impact the Digital Media Industry](#), July 2018
[What is Customer Communications Management](#), June 2018
[Just How Widespread is Mobile Ad Fraud?](#), May 2018
[Beat Facebook's Algorithm Changes by Getting Back to the Basics](#), April 2018
[Go With Your Gut: When You Can Ignore the Algorithms](#), April 2018
[The State of Content Marketing](#), February 2018
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[Webinars: Still a Viable Option for Building Audience?](#), November 2017
[Transforming Traditional Content](#), October 2017
[A Primer on Time-Based Advertising Metrics for Publishers](#), Sept/Oct 2017
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[Content Globalization Strategies for Media Companies](#), March 2017
[The State of Content Marketing 2017](#), February 2017
[The State of Mobile Content 2017](#), February 2017
[The State of Content Globalization 2017](#), February 2017
[EContent Sourcebook 2017](#), January 2017
[New Options and Opportunities With Live Streaming Video](#), Nov/Dec 2016
[Influencer Marketing: Turning Tastemakers Into Salespeople](#), September 2016
[The Gap Between Sales and Marketing Content](#), July 2016
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[Push vs. Pull: The Right Path to Content Personalization](#), May 2016
[Is Programmatic Expertise Moving In-House?](#), April 2016
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[Consumers Coming to Accept Native Advertising Done Right](#), July 2014
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[Digital Advertising Trends You Need to Know](#), June 2014
[Lessons Learned Since the Experts’ First Tweets](#), June 2014
[How Digital Publishers Can Leverage the Use of HTML5](#), May 2014
[Using Big Data to Engage, Rather Than Enrage](#), April 2014
[Is Print Making a Comeback?](#), March 2014
[What Can We Believe About Google+](#), February 2014
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[Handling Big Data in the New Year](#), January 2013
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[Preserving the Digital Past With the Open Data Project](#), November 2012

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[Addressing the Challenges of Social Media in a Global Market](#), October 2012
[What Are You Reading? Resources for Digital Content Professionals](#), September 2012
[Who Needs a Publisher? Exploring Content Creation](#), May 2012
[Video in a Web 2.0 World: Building a Social Strategy](#), April 2012
[Circulation Building in the Digital Age](#), November 2011
[The Post Desktop Web-Where Content is Queen](#), July/August 2011
[Best Practices for Navigating E-Discovery](#), May 2011
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eHealthcare Strategy & Trends

[Pinterest Gets Practical](#), October 2014
[Hospital Taps Online Communities for Market Research](#), September 2011
[Atlanta Hospital Creates Social Media Hub](#), August 2011
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[CME for Docs Who Want to Learn About Social Media](#), November 2010
Physician Practices Recognize the Power of Social Media, October 2010
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[Scott & White Turns to Twitter During Fort Hood Tragedy](#), January 2010

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[Planning for Succession](#), Nov/Dec 2016
[Member Focus Drives Marketing Results](#), March/April 2014
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Gift Shop Magazine

[Bath and Body Perks](#), Fall 2013
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[Green Message in a Bottle](#), Winter 2011
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HR Magazine/SHRM

[Hiring Tech Has Potential, but Beware Automation Bias](#), May 2019
[Creative and Compliant Ways to Check References](#), May 2019
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Healthcare Journal

[Succession Planning: Key for Healthcare Industry](#), September/October 2012
[Social Media: Connecting With Consumers and Patients](#), May/June 2012

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[#disasterplan#hospital relies on social media](#), February 2012

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[Three Key Pieces to Data Security](#), August, 2014
[Technology for 'Smart' Bartenders](#), April 2014
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[Hotels Share Key Strategies for Meeting Bandwidth Demands](#), April 2013
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[How 'Free Time' Can Cost Millions](#), April 2011
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Social Media: Investing in What Works, November 2009
The Evolution of Old Media, September 2009

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[Taking a Strategic approach to Nurturing Leads](#), January 2018
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MediaBistro

PR Perfected, November 2009
Keeping Track of Media Contacts: Old Methods, New Tools, October 2009
Twitter Ethics: Navigate New Social Media Terrain, August 2009
Monetize Your Web Site, May 2009
Break Out of a Professional Holding Pattern, March 2009

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[Getting Connected Through Social Media](#), August 2011
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[National Deaf History Month: Reflecting on Disability Employment](#), March 2017
[The Lilly Ledbetter Act and Pay Equity](#), February 2017

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[Rise and Shine in Cleveland](#), Fall 2012

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[Extracting User Data from Speech Applications](#), December 2018

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[Best Practices for Using Video and YouTube](#), May 2012

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[The Changing Face of Health Care Directories](#), November 2010

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[Determining What Your CEO Cares About](#), September 2018

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