17 Reasons to Fire Your PR Person

Digital Music News has posted a list of 17 mistakes your public relations person could make that would give you good cause to order that person's dismissal.

The list starts with "They aren't creating a compelling, heartwarming story that works." From that relatively mild complaint the list gets into more egregious sins, such as "They threaten journalists" and "They let you sue journalists."

Some of the reasons are aimed at the music industry, but most of them have application in the broader world of business.

Read the story.