

HUBBARD COMMUNICATIONS OFFICE
Saint Hill Manor, East Grinstead, Sussex

HCO POLICY LETTER OF 5 FEBRUARY 1982
ISSUE II

Remimeo
All Staff
Marketing Hats
Dirs Promo Pubs
PRs
All Pubs &
Comps Units

Marketing Series 16

PR Series 45

BOOKS AND MARKETING

Don't plan books to be printed without Marketing liaison and don't mish mash and cross publics when marketing books. Don't market with generalities; Marketing is aimed at specific publics. And above all, don't downgrade or put Black PR in books. Also don't hit at allies to upset them. This is a theta line. Make it theta all the way. If any Black PR is done on it, it is only to blow enemies off it. But the theta in these works, all by itself, will blow the enemy away.

L. RON HUBBARD
FOUNDER

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