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Revive Posts Strong Growth in 2011

Revive (www.revivegr.com), a national health care public relations firm, announced that revenue for 2011 grew by 23%, with the addition of several major, new clients and the continued build-out of the firm's senior management team.

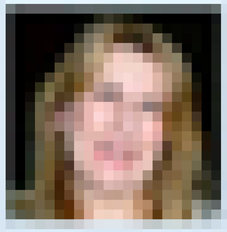
In 2011, Revive opened its second office in Nashville and added seven professionals, including two senior vice presidents with extensive health care industry expertise.

"Despite continued headwinds in the economy and significant uncertainty in the health reform arena, Revive experienced significant growth this year," said **Brandon Edwards**, president and founder of Revive. "The strength of our team and the depth of health care expertise we offer, have proven to be strong differentiators from regional firms who lack our health care expertise, and big national firms who lack the experience operating in local markets all over the country."

Revive added more than a dozen new clients in 2011, including new agency of record relationships with top brands in Health Services and Healthy Living. Two thirds of Revive's growth was from new clients, while one third was from increased budgets and scope of work for existing clients.

BEST OF THE 'DOG BLOGS

Nurturing Knowledge — A Job for PR



Posted on the PR Conversations blog on January 18th by Heather Yaxley

"Imagine a World Without Free Knowledge" — Wikipedia's blackout protest statement is a reminder of the value and reliance placed on repositories of online information. How many of us turn to Google, Wikipedia, digital dictionaries, social media or online news sources routinely when we want to know something?

The English speaking student population is apparently distraught that its primary place for "cut and paste" assignments is offline for a day. The Digital Natives haven't been so upset since BBM crashed last October.

This might seem amusing, but does illustrate that knowledge management should be a key responsibility for PR practitioners. "Imagine an Organization without Knowledge — Imagine a World without PR" could be our mantra ...

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