

## Access to Experts



**Dick Martin**

Dick Martin was executive VP of PR, employee communications, and brand management for AT&T from 1997 to 2002, capping a 32-year career with the company. Since then, he has written four books: "Tough Calls: AT&T and Hard Lessons Learned in the Telecom Wars," "Rebuilding Brand America," "Secrets of the Marketing Masters," and, most recently, "OtherWise: The Wisdom You Need to Succeed in a Diverse and Divisive World." Martin writes the "Beyond Buzz" column for *TCB Review*.

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## Publications by Dick Martin

The Conference Board Review

- [Beyond Buzz: Mining the Future of PR](#)  
28 April, 2014
- [Marketing Without Marketing: Consumers are harder than ever to reach, but don't make it obvious that you're trying harder than ever to reach them.](#)  
16 October, 2013