



Book Review: Serving Up Sense

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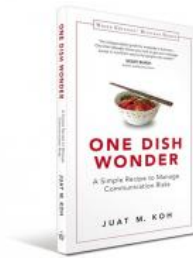
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What is the moment of truth for your customers?

This simple question sums up the message delivered by Koh Juat Muay, author of **One Dish Wonder: A Simple Recipe to Manage Communication Risks**, in her new book. Juat, an IPRS member of long standing, distils common-sense PR and presents it in a digestible, enjoyable format.



One Dish Wonder: A Simple Recipe to Manage Communication Risks

While we all know reputations are earned and lost in split seconds – the single moment on the phone with a help desk, the quick glance at a brochure, the immediate response to a crisis – our work often gets reduced to myopic focus on items (just get the press release out!). The author reminds us how important it is to step back, answer a few basic questions, and then assess where in the organisation’s touch-points lie the communication risks. She calls these ‘communication risk points’.

“I was writing as a professional who is still very much on the beat, sharing my personal experiences, observations and ideas to get clients organised and prepared for publicity and communications,” says Juat.

The good news about *One Dish Wonder* is its brevity. In a clean, concise paperback, the author serves up no-nonsense thinking and direction for the executive keen to manage communication risks.

She says it’s targeted as much to PR professionals as it is to the non-communications executive. As a reader I’d say it addresses the latter more: Juat makes the work of PR accessible to anyone who understands business. Its greatest value – and one largely unaddressed by the endless supply of books on this topic today – lies in helping the small-business owner make sense of the communications world. Simple worksheets (one called ‘The One-Page Recipe’) crystallize the briefing, analytical and planning processes so that anyone keen to project a good image can do it.

The *One Dish Wonder* is a concise communication management tool that is simple as it is comprehensive. I’d recommend it as a client gift.



Ms Koh Juat May, author of One Dish Wonder

Thanks Ms Kathy O’Brien, IPRS Council Member, for the review!

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