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December 7th 2006: The Power of Nice

Linda Kaplan Thaler and Robin Koval have moved to the top of the advertising industry by following a simple but powerful philosophy: It pays to be nice. In an era when the corporate world glorifies a dog-eat-dog mentality, these two dynamic women built The Kaplan Thaler Group, one of the nation's fastest-growing advertising agencies, not with spears and intimidation, but with flowers and chocolates. Find out how effective this "four letter word" really is when host Cindy Rakowitz interviews Linda Kaplan Thaler on "Stars of PR".



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