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October 26th 2006: Working with a Talent Agent

It's inevitable. Public Relations practitioners are destined to work with talent agents. Automobile marketers are grabbing the attention of younger consumers by hiring AC/DC to hawk their wheels. Carl's Jr. sold more snacks to young men than any other fast food chain by asking Paris Hilton to practically have sex with, (never mind just biting into) a hamburger. The GAP resurrected images of Audrey Hepburn from "Funny Face" to sell their apparel. These moves always require a "marriage" with an agent. Cindy Rakowitz talks to Hollywood's newest mover and shaker, Sharif Ali, who runs AIMEE En

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