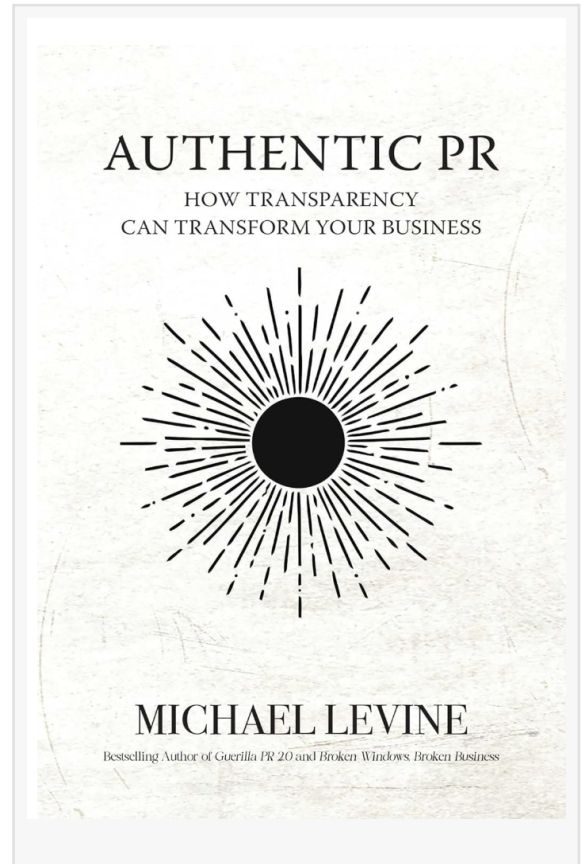


Michael Levine's Authentic PR Announces July 2026 Release and Audiobook Deal with Blackstone

LOS ANGELES, CA, UNITED STATES, June 8, 2026 /EINPresswire.com/ -- [Rare Bird Books](#) will publish [Authentic PR: How Transparency Can Transform Your Business](#) by veteran public relations strategist [Michael Levine](#) in hardcover and e-book editions on July 14, 2026.

Rare Bird Books also announced that Blackstone has acquired audiobook rights to the title, with an audiobook edition to follow.

In *Authentic PR*, Levine argues that the modern media environment has fundamentally changed the relationship between businesses and the public, requiring a new approach grounded in transparency, credibility, and human connection. Drawing on decades of experience in media relations, branding, crisis communications, and publicity strategy, Levine examines how social media, digital culture, and public skepticism have reshaped the rules of communication for businesses, entrepreneurs, executives, and institutions alike.



Levine is the author of the international bestseller *Guerrilla PR*, widely regarded as one of the most influential public relations books ever published. In *Authentic PR*, he revisits many of the themes that defined his earlier work while adapting them for an era shaped by instant communication, online accountability, and rapidly shifting public perception.

"Authenticity has become one of the defining currencies of modern business," Levine said. "People want transparency. They want credibility. They want to know who they're dealing with and what those people actually stand for."

Part practical guide, part cultural commentary, *Authentic PR* explores subjects ranging from personal branding and local media strategy to influencer culture, AI-generated communications,

customer trust, and reputation management.

“Michael Levine understands public relations not simply as promotion, but as human behavior,” said Tyson Cornell, Publisher of Rare Bird Books. “This book captures how dramatically the communications landscape has changed over the last twenty-five years, while remaining deeply practical and accessible for readers navigating today’s media environment.”

Levine has represented and advised a wide range of public figures, brands, and organizations throughout his career and has been recognized as one of the leading voices in modern publicity and strategic communications.

Authentic PR: How Transparency Can Transform Your Business will be available wherever books are sold beginning July 14, 2026.

About Michael Levine

Michael Levine is a veteran public relations strategist, media consultant, and author of numerous books on publicity, communications, and branding, including the international bestseller Guerrilla PR. He is the founder of Boundless Media USA and Michael Levine Consulting.

About Rare Bird Books

Rare Bird Books is an independent publisher based in Los Angeles, California, publishing literary fiction, nonfiction, memoir, music, culture, politics, and select commercial works. Rare Bird Books titles are distributed by Simon & Schuster.

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