



**PR man's memoir:** Go Communication's Malaysia chief executive officer and Go Group chairman Michael de Kretser (left) autographing a copy of his book entitled 'Go For It!' for a guest at the book launch.

# Go ahead, do the unthinkable

## PR guru tells of his rise in the competitive business in his memoir

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**G**o For It! is a memoir that details the roller-coaster public relations adventure of Michael de Kretser — the man regarded by some as “Asia’s Mr Public Relations”.

The book, which took him six months to complete, covers his rise in the competitive world of PR and some of his adventures en route to the top.

After years of setting up his out-of-the-box PR campaigns and growing his PR business, de Kretser is now Go Communications Malaysia’s chief executive officer and also the Go Group chairman — a PR empire with partner offices in Bangkok, Beijing, Colombo, Manila, Mumbai, Shanghai, Tokyo and Vientiane.

While PR people can learn about damage control and how to mount a PR campaign from it, *Go For It!* is also about the story of a successful PR practitioner who, from humble beginnings, set out to make it big against all odds.

Readers will find out how de Kretser persuaded the head of Madame Tussauds to put the Singapore Girl in his renowned London wax museum, and the advantages of opening an office above an Indian restaurant in Kuala Lumpur.

All royalties from this book have been pledged to the National Kidney Foundation (NKF) Malaysia.

de Kretser credited his son Peter de Kretser, whom he said was like a brother, as the catalyst that sparked him to write a book that would chronicle 25 years of memories and experiences.

“These days, people no longer dare to dream or leap out of the box when it comes to PR; they stay within the box,” he said.

“However, it is only when we do something people haven’t done before that we can

move forward.

“I have been asked at interviews why PR is so powerful. Readers will find out why in the book.”

*Go For It!* has already earned praise for its clever and insightful content, de Kretser’s wit and charm, as well as its fun read from various personalities in the advertising and media industries.

“Beneath Michael’s fun stories is a razor sharp mind at work,” said J Walter Thompson and Campaign Palace former creative director James Woollett, who was the guest of honour at the book launch.

“The book is about success and failure, and building a business. It’s about building a Pan-Asian business not once, but twice. It’s also the story about a remarkable man who climbed his own Mount Everest.”

“Great storytellers tell great stories. Michael has the ability to turn a simple story into a breaking news bonanza.

“In reading the book, readers will go on a journey and possibly learn a thing or two from it,” said Peter, who is Go Communications Malaysia chief operating officer.

He said he looked forward to seeing the book turned into a movie, to which de Kretser later said he would pick Sean Connery to play him if that happened.

On his connection with NKF, de Kretser said he had worked with NKF for the past few years and found them to be a “beautifully run, fabulous organisation who has done a fabulous job for the people of Malaysia”.

NKF Malaysia board director and honorary treasurer Leong Yeng Kit said the funds received would be channelled to provide dialysis treatments for patients with kidney failure and run its public education and awareness programmes.

*Go For It!* is published by MPH Group Publishing and will be available at all major bookstores at RM32.90 per copy.