

September 19, 2006

## Hey Vendors: When It Comes to PR, Think Small

Earlier in the week, Ariba announced its [new PR agency of record, MSR Communications](#). MSR is a boutique firm out of San Francisco that I came away quite impressed with after meeting some of their staff at Ariba LIVE earlier this year. When it comes to pitching bloggers and the general media, I believe that boutique firms such as MSR do a far better job for the money than larger PR firms, at least in the Spend Management world (however, Ariba's last firm, Text 100, bucks this trend, as I thought their staff was awesome). [Corporate Ink, a Boston-based boutique who works with Open Ratings, Procuri, and Exostar, among other vendors, also tends to do an excellent job in the sector in my experience as well.](#) However, the absolute best communications pro in the space is Ariba's Karen Master -- who used to have her own firm -- who I had the pleasure of working with at FreeMarkets for five years, and hiring to work for my firm when she went out on her own. Karen is the master -- no pun intended -- of the pitch even to us curmudgeonly bloggers who can sniff out BS faster than it takes to head to Staples to make a maverick purchase of office supplies ...

- Jason Busch

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