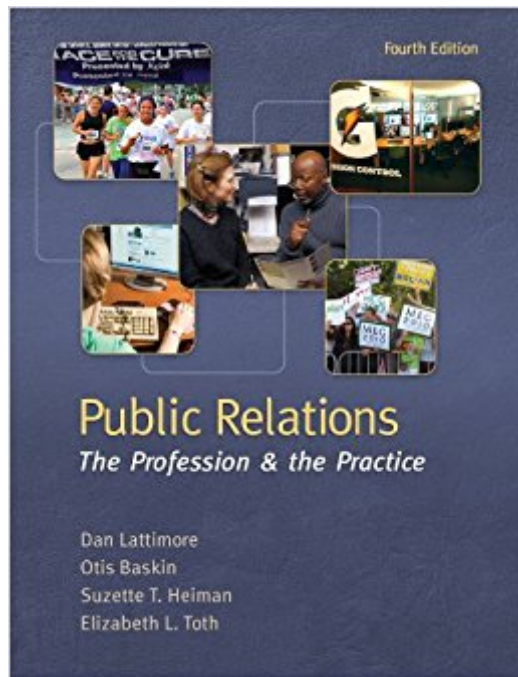


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Public Relations: The Profession And The Practice, 4th Edition



Synopsis

Coverage of global markets, new technologies, multiculturalism, and the latest news about public relations in action make this dynamic text the cutting-edge choice for public relations courses. In a personal and jargon-free style, this text presents and explains the fundamental tools of public relations practice, providing a multi-disciplinary understanding of the emerging trends within the field, with spotlights on people and issues of interest to students. --This text refers to the Paperback edition.

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Perfect textbook for the communications student. Great examples, provocative 'what ifs' and excellent instruction on history, how-tos with successes and consequences of poor communication in PR. Also \$100 cheaper than the college book store!

Pretty much everything you've ever wanted to know about the world of Public Relations. It also

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Very good book! I wish I had bought this as it provides case studies of businesses we see all the time and has interesting history bits too. The smooth writing style makes this book easy. The publisher's site has excellent practice quizzes that prepared me for my exams. Got an A!

Book wasn't in the best condition when i received it but all pages was there & not marked on.

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