

public relations strategies and pdf

highlight, public relations is a diverse profession that seeks to ensure that organisations manage their relationships with a variety of stakeholders and broader publics (see Martinelli, 2011: 34).

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Strategies and Tactics, chapters 1 (Essential Career Skills), 2 (Public Relations in the Next Five Years), 4, 12 (Regulations by Government Agencies, Liability for Sponsored Events, Attorney/Public

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