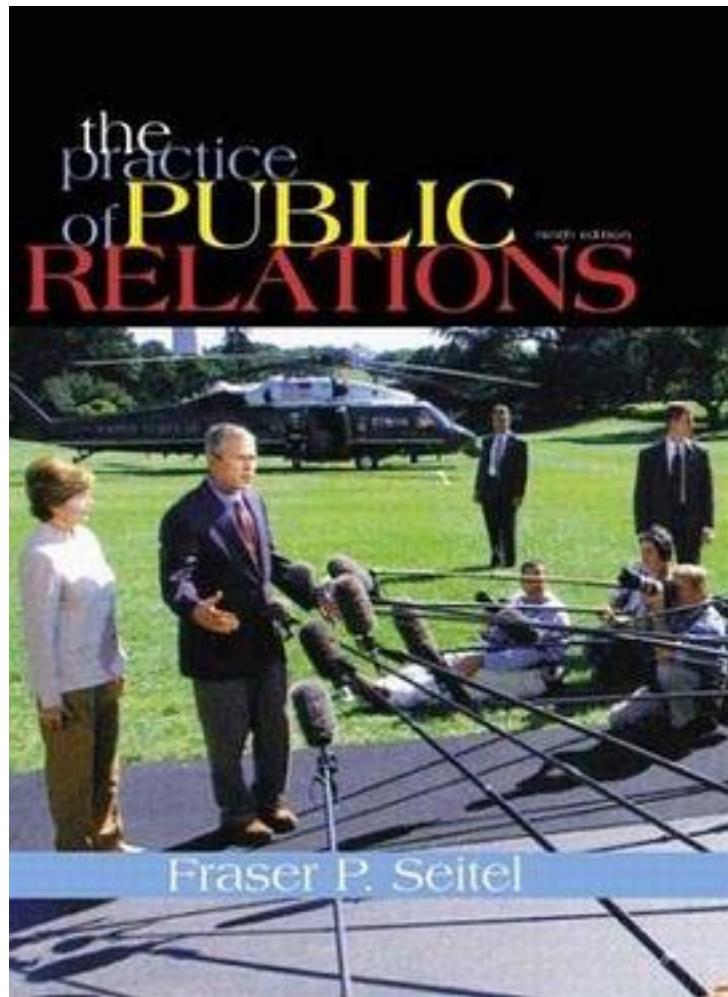


The Practice of Public Relations, Ninth Edition



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To succeed in public relations, professionals need an innate sense of the power, excitement, and value to society's primary institutions of its practice. This book uses a

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