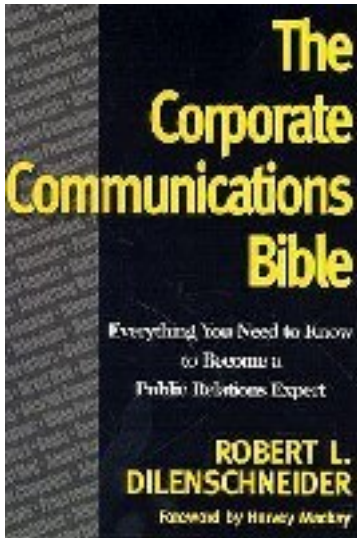


(商业传播圣经)CORP COMM BIBLE



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The "Michael Jordan of public relations" (Larry King) shares his battle-tested secrets on how all of us can form a positive image--whether one owns a mom and pop store or is a corporate CEO. This practical guide offers sound advice on every aspect of corporate communications.

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