

How to Deal with the Media



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出版者:Robert Hale Limited

出版时间:2000-06-01

装帧:Paperback

isbn:9780709066217

Almost anyone at some stage in their work or personal lives may find themselves being questioned by a journalist or group of journalists. This is an insider's guide to the media, which tells you how not only to survive but also to profit from such contact.

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