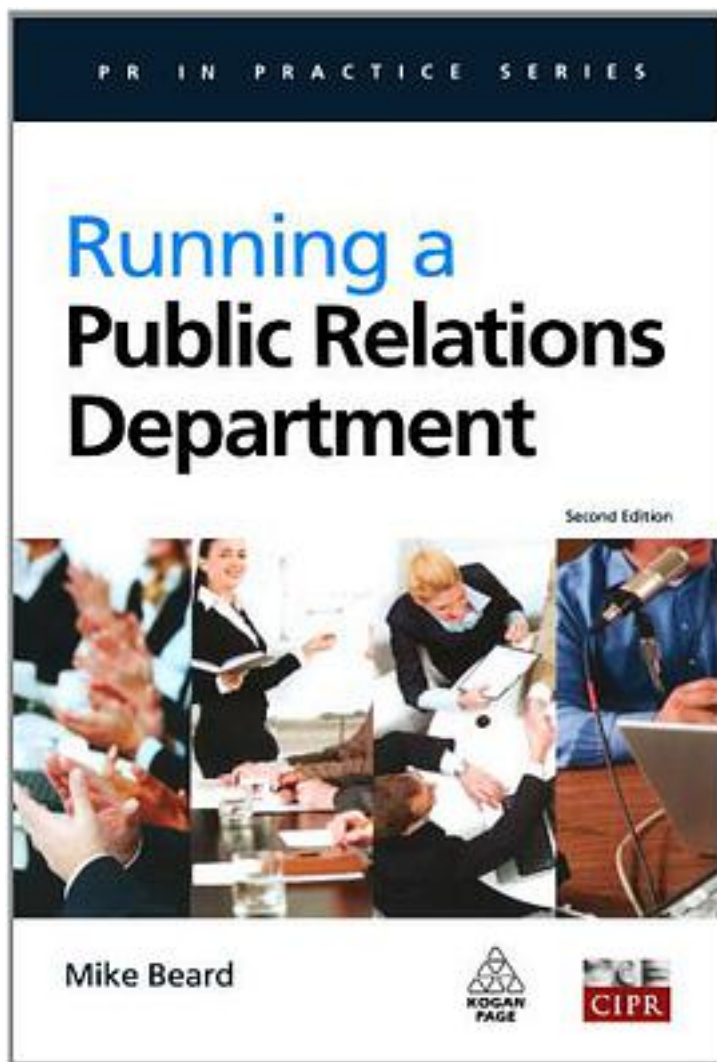


Running a Public Relations Department



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出版者:Kogan Page Ltd

出版时间:2001-5

装帧:Pap

isbn:9780749434243

Good management practice is essential if a PR department is to be highly valued and cost effective. This updated edition aims to show business practitioners exactly how this can be achieved. The result is a hands-on guide offering accessible and practical advice for PR activity.

作者介绍:

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