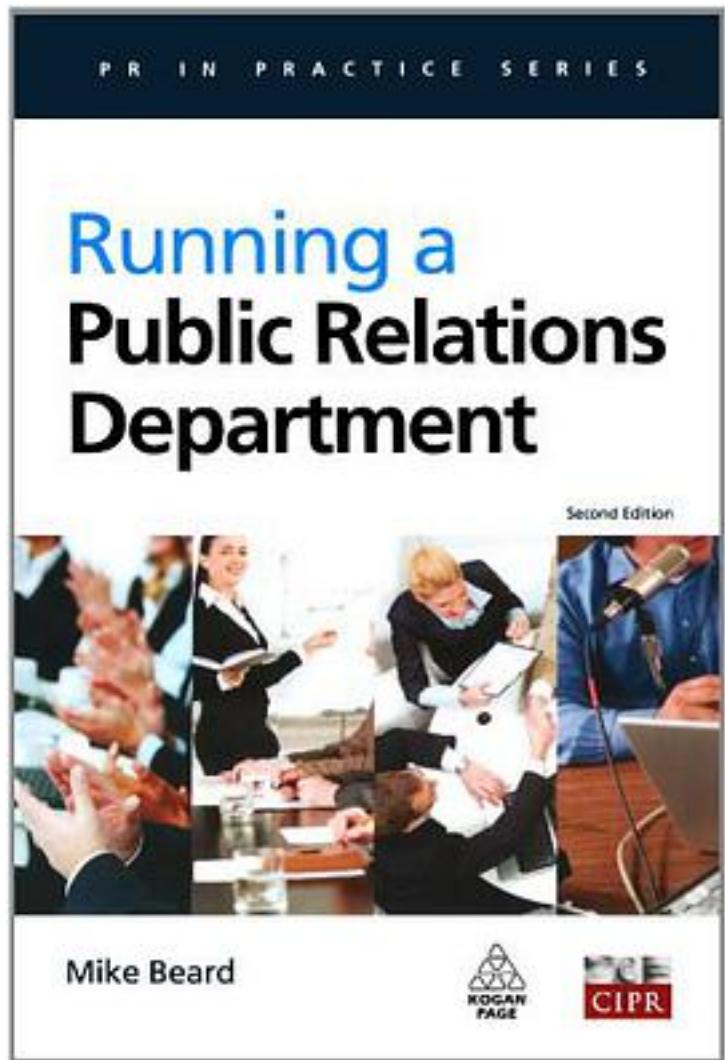


Running a Public Relations Department



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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.

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