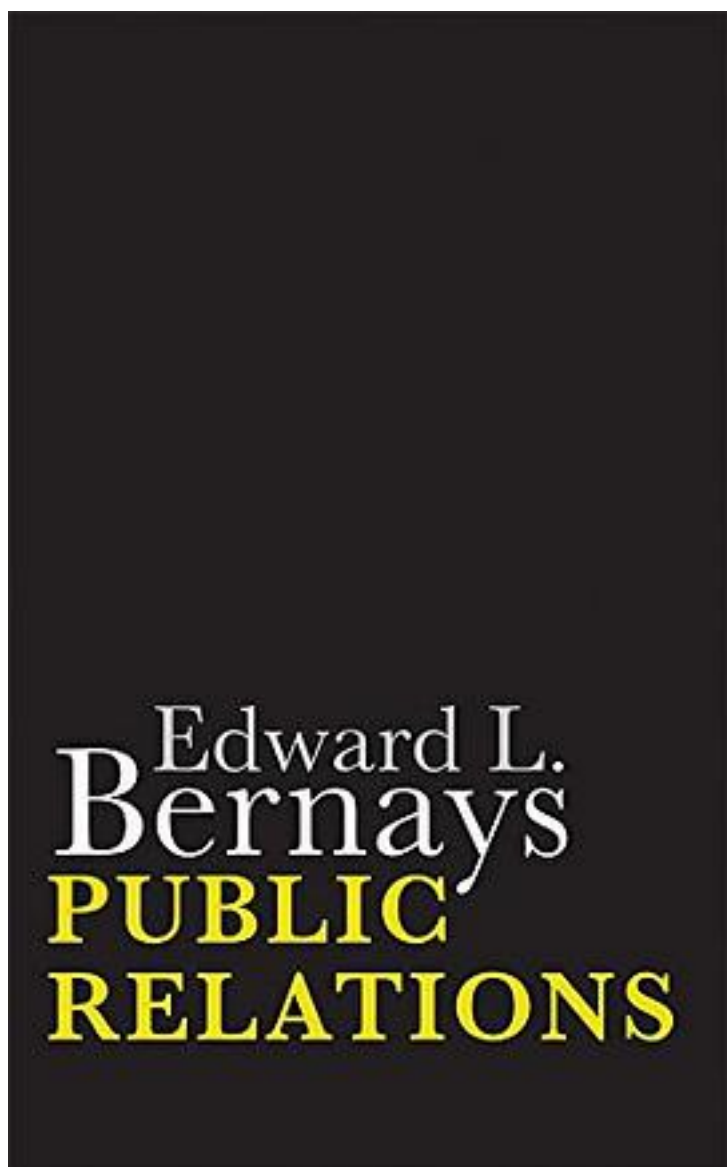


# Public Relations



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著者:Edward L Bernays

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Written by publicist number one, Edward L. Bernays makes clear in this book that public relations is not publicity, press agentry, promotion, advertising, or a bag of tricks, but a continuing process of social integration. It is the field of adjusting private and public interest. This book is important to all of us because it tells us how to adjust ourselves to our publics by presenting a thorough analysis of public relations, its origin and development, its aims and responsibilities, and fixes its place in the modern world. Everyone engaged in any activity, and every student of man and society, will find in this book a challenge and opportunity to further both the public interest and his own interest.

作者介绍:

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