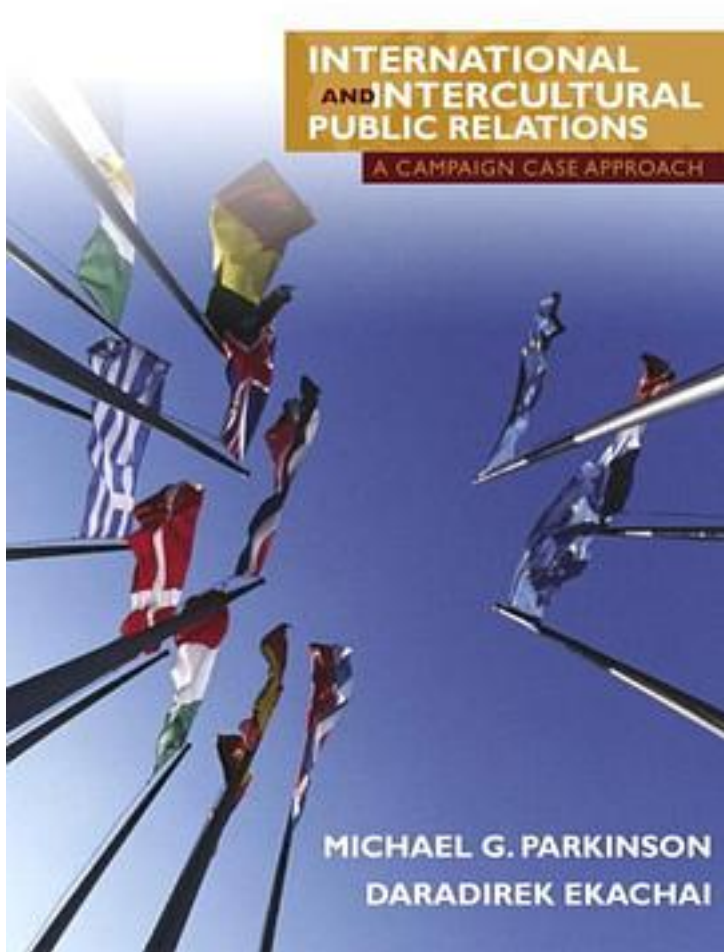


# International and Intercultural Public Relations



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International and Intercultural Public Relations provides a format for analyzing public relations campaigns and then applies it in 19 case studies written by public relations

scholars. This text uses both the case method and an analysis of public relations campaigns to help students learn to apply concepts of planning, research, and international or intercultural communication to the field of public relations.

作者介绍:

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