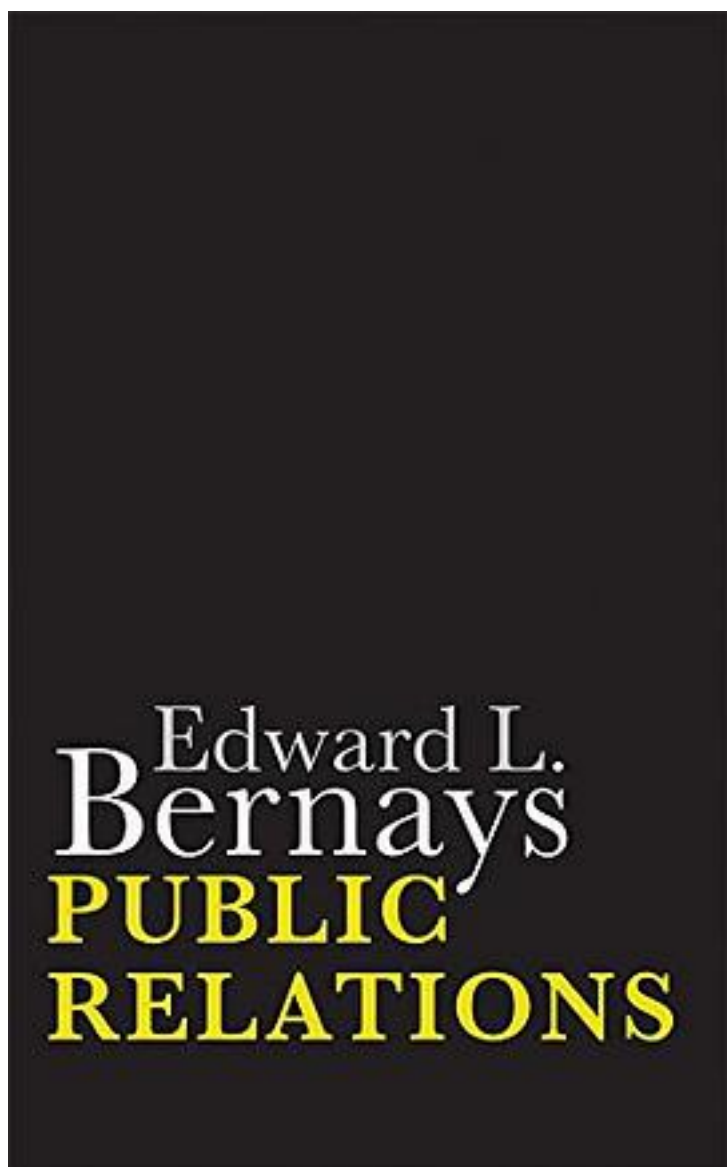


Public Relations



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出版者:Addison-Wesley

出版时间:2002-6

装帧:Pap

isbn:9780205459537

In a time when society is holding individuals and organizations to high standards of conduct, Public Relations: A Values-Driven Approach teaches students how to build ethical, productive relationships with strategic constituencies. By placing public relations in a broad social context, Public Relations: A Values-Driven Approach provides an introduction to a dynamic, growing, and honorable profession. Steeped in the traditions and theories of public relations, the book features an engaging, informal tone. It abounds with lively anecdotes and comes in at a reasonable price for students. A sustained focus on how public relations activities reflect and affect an organization's core values is a thread that runs through every chapter.

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