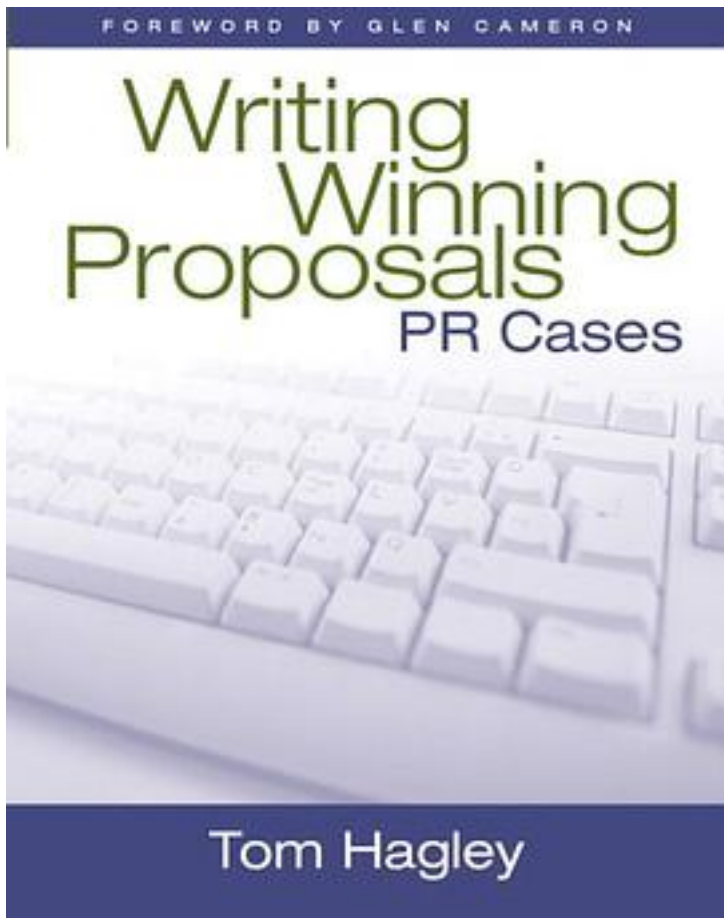


Writing Winning Proposals



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PR Cases: Writing Winning Proposals shows readers how to develop successful public relations plans and allows them to apply their skills in ten diverse, real-world cases. Information is presented from the perspective of those who review public relations plans, so it shows specifically what plan reviewers want to see in a plan and how they

want the information presented.

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