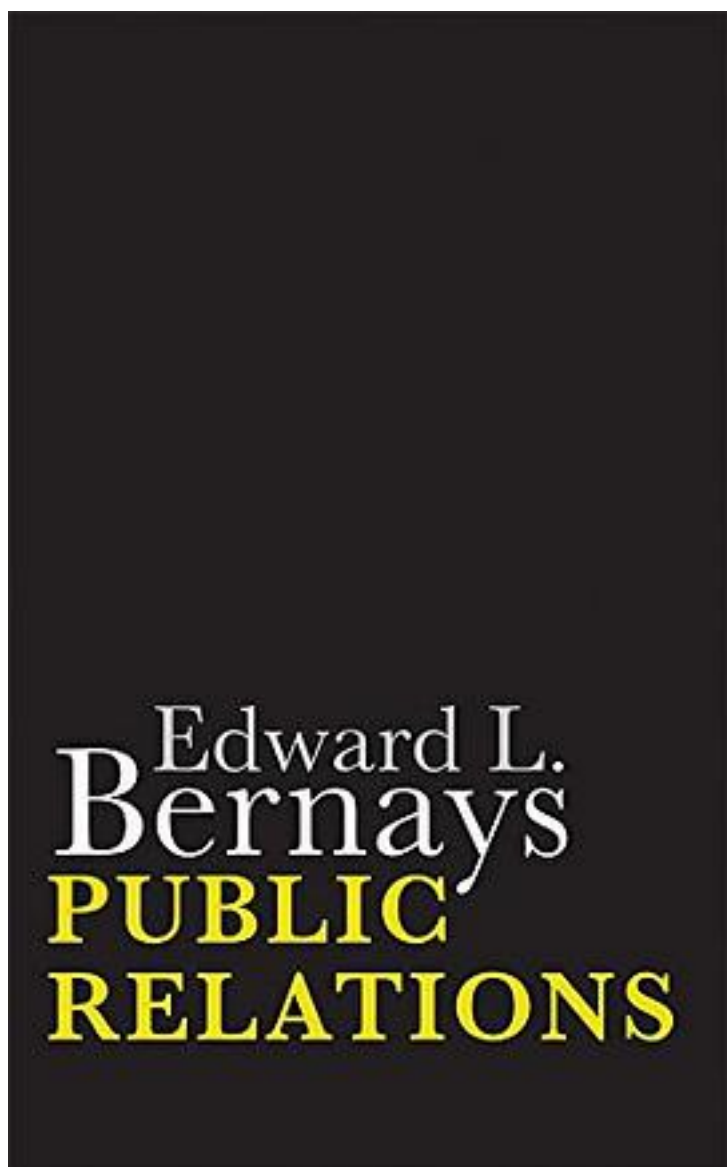


Public Relations



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著者:David W. Guth

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In a time when society is holding individuals and organizations to high standards of conduct, Public Relations: A Values-Driven Approach addresses how to build ethical, productive relationships with strategic constituencies. This book provides an introduction to the dynamic, growing, and honorable profession of public relations as it relates to a broader social context. Grounded in public relations theory and traditions, Public Relations: A Values-Driven Approach appeals to readers through lively anecdotes, an informal writing style, and a very reasonable price. Each chapter helps the reader understand how public relations activities reflect and affect an organization's core values.

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