



Public Relations: The Profession and the Practice

Dan Lattimore, Otis Baskin, Suzette Heiman, Elizabeth Toth

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Coverage of global markets, new technologies, multiculturalism, and the latest news about public relations in action make this dynamic text the cutting-edge choice for public relations courses. In a personal and jargon-free style, this text presents and explains the fundamental tools of public relations practice, providing a multi-disciplinary understanding of the emerging trends within the field, with spotlights on people and issues of interest to students.

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