

CD DOWNLOAD PDF

Practical Public Relations (2nd edition series of economic management in the 21st century vocational textbooks)

By YAO JIAN PING // HU LI HE

paperback. Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Pages Number: 291 Publisher: Chongqing University Pub. Date :2010-08-01 version 2. This book systematically discussed the rationale perish public relations. the basic method and application skills. Main contents are: the basic concepts of public relations. internal and external public relations coordination. public relations program. public relations news. public relations. advertising. public relations. presentation. public relations. negotiations. public relations. clerical. public relations and crisis management. special public relations. public relations departments . public relations. interpersonal communication. public relations. etiquette. public relations personnel. This book seeks. in theory. easy to understand. easy on the way. in practice. full of inspiration. Only highlights the practical (case richly-illustrated. with each chapter title and application-oriented thinking typical case discussion). and combines the characteristics of the times and hot. with a strong readable. suitable for vocational Management. economy class. business class. secretarial. travel and the engineering specialty of teaching the book. Contents: The first chapter the basic concepts of public relations. public relations. definition of Section II the basic principles of public relations public relations and basic functions of the third quarter summary of the emergence...



Reviews

It becomes an incredible book that we actually have possibly study. It really is rally exciting through studying period of time. I am very easily could get a satisfaction of reading through a written book.

-- Gianni Hoppe

A really awesome pdf with perfect and lucid reasons. It is actually rally fascinating throgh reading period of time. Your lifestyle period will probably be transform as soon as you total looking over this ebook.

-- Alford Kihn