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# Reviews

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## HANDBOOK OF PUBLIC RELATIONS (PAPERBACK)



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Oxford University Press Southern Africa, South Africa, 2004. Paperback. Condition: New. 7th Revised edition. Language: English . Brand New Book. The leading SA text giving an academic and practical perspective, on public relations in the business and management environment. The updated edition includes the recently developed Global Protocol of Ethics and a revised discussion of the technological tools available to PR practitioners. All the case studies have been updated to reflect contemporary events relevant to public relations. A USP feature is the included in the practical checklists and templates. Truly written with a SA focus rather than the US. A set of power point slides related to the case studies and the checklists accompanies the seventh edition.

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