



Strategic Public Relations: 10 Principles to Harness the Power of PR

Jennifer Gehrt, Colleen Moffitt, Andrea Carlos

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Strategic Public Relations is a modern blueprint to build truly effective PR communications.

It's A Fact: PR helps build successful businesses. Yet, with 24/7 news channels and an ever-increasing blur of Internet activity, the public relations landscape is radically changing. *Strategic Public Relations* offers practical principles as well as precise, useful pointers to help readers understand the morphing landscape and leverage contemporary PR to achieve maximum benefit.

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