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Scott M. Cutlip Steven Cohen United States. Federal Extension Service Arthur Hobart University of the State of New York Malawi Army and navy co-operative society, ltd Francis Ellington Leupp Schleicher American Academy of Political and Social Science

effective public relations eighth edition presents a comprehensive summary of public relations concepts theory principles history management and practices this bible of the public relations field continues in its role as the single most authoritative and complete reference for public relations professionals still the most comprehensive and authoritative introductory book continuing its long standing tradition as the most cited reference book often referred to as the bible of public relations the new edition covers the many aspects of public relations theory and practice in a variety of settings the eighth edition also serves as the basic reference for accreditation programs worldwide updates examples sources and references to provide readers with contemporary cases contexts and perspectives that illustrate major concepts and issues essential to understanding the field the new edition offers an up to date synthesis and interpretation of the scholarly and professional literature expands discussions of how the public relations field relates to marketing integrated marketing communication imc and related management functions clarifying the unique and essential role of the public relations management function in organizations an excellent essential desk reference for those in the practice

the effective public manager thoroughly revised and updated the fifth edition of the effective public manager offers public administrators and students a classic resource and a highly accessible guide to the fundamentals of leading and managing public organizations in this new edition the authors cover the key areas of the field and present in depth

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