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Rev. ed. of: Effective public relations / Scott M. Cutlip, Allen H. Center, Glen M. Broom. 9th ed. 2006.

For courses in Introductory Public Relations. Cutlip & Center offers students the gold standard in public relations, providing the most up-to-date reference in the market. In the new edition, Glen Broom continues the work of Cutlip and Center by providing the most up-to-date reference for students.

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First published in 2004. Routledge is an imprint of Taylor & Francis, an informa company.

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offers a timely focus on the PESO model and its use in integrated campaigns, providing students with an understanding of today ' s best practices in PR. Numerous case studies and exercises throughout the book aid in a deeper understanding of how research, perspective, and insights can be leveraged in public relations campaigns. Real-world information including sample PR plans with budgets prepare students for success in their future careers.

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