

## **STRATEGIC PLANNING FOR PUBLIC RELATIONS SMITH**



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Ronald D. Smith APR is a professor of public communication at Buffalo State College, the largest college within the State University of New York, where he teaches public relations planning, writing, and related topics to undergraduate and graduate students.

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### **Strategic Planning for Public Relations GBV**

Strategic Planning for Public Relations Third Edition Ronald D. Smith, APR Buffalo State College Routledge Taylor & Francis Group NEW YORK AND LONDON

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**Smith's Nine Steps Strategic Planning for Public Relations**

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