

## **EFFECTIVE PUBLIC RELATIONS CUTLIP**



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### **Public relations Wikipedia**

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communication, and evaluation) rely on research for the first and last steps of the public relations process (as cited by Stacks, 2002). Cutlip et al. said that research is the foundation of effective public relations (2000, p. 343).

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Public relations (PR) (z ang. relacje publiczne, kontakty z otoczeniem), imagistyka społeczna kształtowanie stosunków publicznych działającego podmiotu z jego otoczeniem. Celem działania public relations jest dbanie o dobry wizerunek, akceptację i przychylność wobec działającej osoby lub organizacji.

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### **Brent Spar Wikipedia**

Brent Spar, or Brent E, was a North Sea oil storage and tanker loading buoy in the Brent oilfield, operated by Shell UK. With the completion of a pipeline connection to the oil terminal at Sullom Voe in Shetland, the storage facility had continued in use, but by 1991, was considered to be of no further value. Brent Spar became an issue of public concern in 1995, when the British government

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