



The ABCs of Strategic Communication: Thousands of Terms, Tips and Techniques

By M. Larry Litwin Apr And Fellow Prsa

Authorhouse. Paperback. Book Condition: New. Paperback. 713 pages. Glossary of more than 7,000 terms and other words important to the communication professions: Public Relations; Advertising; Marketing; Sales Promotion; Media Planning and Buying; Print; Radio; Television; Online Communication; Journalism; and Graphic Design. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



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This publication is amazing. It is definitely basic but shocks in the fifty percent of your publication. You won't feel monotony at anytime of your own time (that's what catalogues are for concerning if you question me).

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