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Thompson/Wadsworth - 9781111348113: The PR Styleguide: Formats for Public Relations Practice



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Public relations -- Authorship

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THE PR STYLEGUIDE: FORMATS FOR PUBLIC RELATIONS PRACTICE (WADSWORTH SERIES IN MASS COMMUNICATION AND JOURNALISM) 2e (rb) 2006

Barbara Diggs-Brown is a communication strategist with more than 25 years of communication experience, specializing in strategic planning, social marketing strategies, qualitative research, integrated communication, and media relations.

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This guide will assist students in presenting messages that display great form and style.

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A concise and student-friendly handbook, THE PR STYLEGUIDE serves as a complete style guide and reference tool for PR students and practitioners. About the Author: Barbara Diggs-Brown is a communication strategist with more than 25 years of communication experience, specializing in strategic planning, social marketing strategies, qualitative research, integrated communication, and media relations.

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