

# How to manage your global reputation - a guide to the dynamics of international public relations

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## How to Manage Your Global Reputation

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## Business & Management Sciences

MICHAEL MORLEY is Deputy Chairman of Edelman Public Relations Worldwide. Morley Copyright 2002 Publisher Palgrave Macmillan UK Copyright Holder Palgrave Macmillan, a division of Macmillan Publishers Limited eBook ISBN 978-0-230-51219-1 DOI 10.

## **How to Manage Your Global Reputation**

Author Michael Morley Publisher New York University Press Release date 20020501 Pages 228 ISBN 0-8147-5679-4 ISBN 13 978-0-8147-5679-9. He has counselled clients of the world's largest corporations and is a highly regarded international public relations expert with four decades of experience in the US, Europe, South America, Asia Pacific, the Middle East and Africa.

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