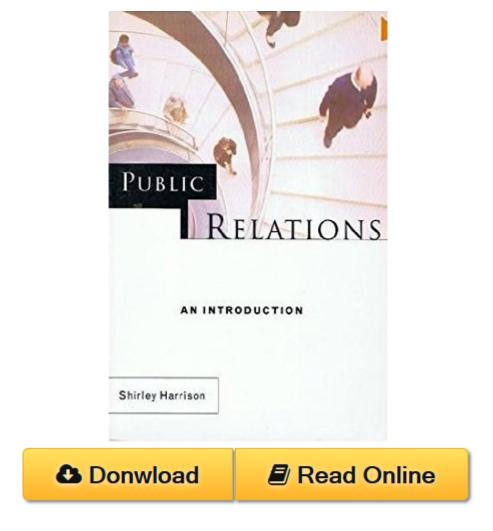
Public Relations: An Introduction PDF



Public Relations: An Introduction by Shirley Harrison ISBN 1861523971

This text covers all the main aspects of PR, as it is today, how it developed and what the future might be. Communications, strategic planning and public affairs, HRM and OB issues are all covered in a good mix of theory and practice. Includes a comparative look at PR in UK, USA, Australasia, east and west Europe and developing countries. The book will be of interest to students and professionals.

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