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Modern Etiquette

By WANG JIAN ZHUANG DENG ZHU

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Pages Number: 202 Publisher: Henan Education Press Pub. Date :2007-8-1. Human society is an orderly society. Civilized society. between people. groups and between groups. and even exchanges between countries. are inseparable from interaction between two or more parties mutual recognition and respect. This recognition and respect. there should be a certain. mutually accepted reference standard. which is one of the main forms of etiquette. Public relations etiquette. a social organization's public relations staff or other staff in public relations activities in order to create a good image of individuals and organizations should follow to respect others. pay attention to understand. focus on instruments. posture. appearance. ceremony and other specifications or procedures. Etiquette is the organization of public relations style. mental state employees. public relations staff quality standards focus on performance. Modern society needs to make friends. gather broad information. and coordination to deal with all aspects of public relations. Reduce social friction. and resolve all conflicts. the full realization of their aims can not leave even for a moment of public relations etiquette. Etiquette for public relations public relations...



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