



Sport Public Relations: Managing Organizational Communication

By Stoldt; Stephen W. G. Clayton

HUMAN KINETICS PUB INC. Book Condition: Neu. Neu Neuware,Importqualität, DHL/dpd, i.d.R. in 2 Werktagen bei Ihnen - Outlines the basics of public relations, including the differences between public relations and marketing, and focuses on the importance of public relations in sport. Useful as a textbook for students studying sport communications and public relations, this text also serves as a reference for sport public relations and communications personnel.< Englisch.



Reviews

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