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38) The practice of public relations began long before fields like law, accounting, and medicine were recognized. Answer: FALSE Difficulty: 1: Easy Skill: Concept Learning Obj.: 2.1: To track the development of the practice of public relations from ancient times to the present.

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Public relations - Wikipedia

The Practice of Public Relations (11th edition) by Fraser P. Seitel; Prentice Hall: Englewood Cliffs, NJ; 2010. First edition: 1978. For many years, this was my favorite text for teaching the intro to public relations course.

Public relations textbooks - Northern Kentucky University

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