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He is an accredited member of the Public Relations Society of America. Jerry A. Hendrix, Ph.D., is Professor Emeritus at American University, Washington, D.C., where he taught for thirty-seven years. He is an accredited member of the Public Relations Society of America.

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INTRODUCTION Public relations courses have adopted the model used by many business schools - case studies - to teach both theory and solid problem solving skills.

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CHAPTER TWO - A Public Relations Process Desired Learning Outcomes 1. 2. 3. 4. 5. 6. Understand the components of the ROPE model of communication problem solving.

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