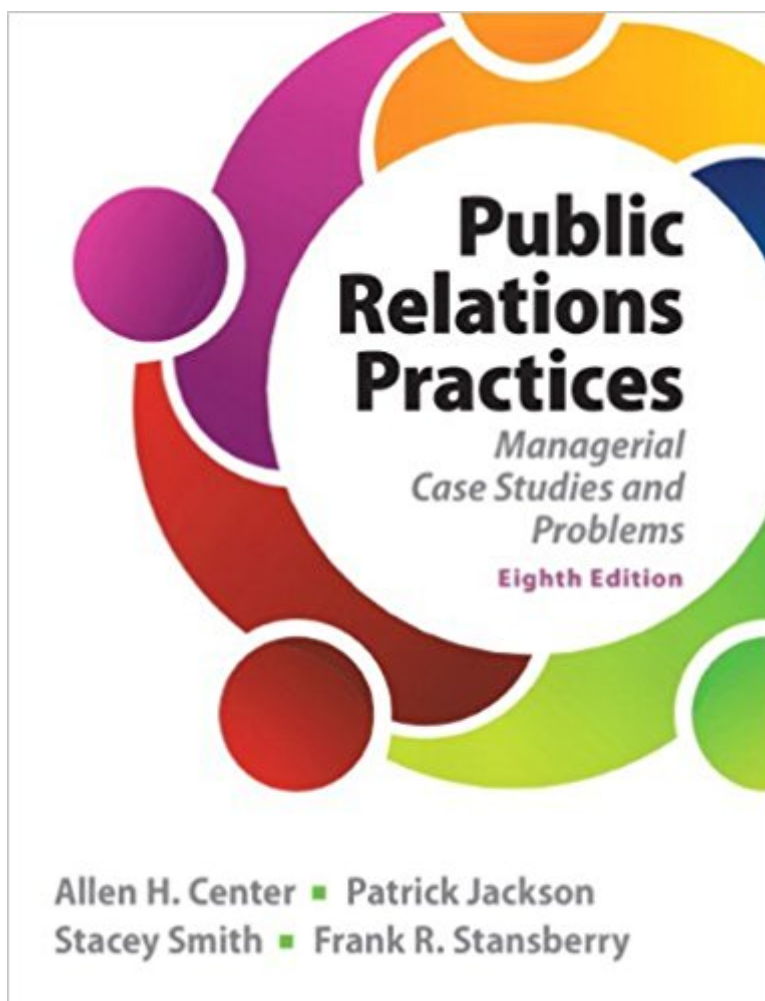


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# Public Relations Practices (8th Edition)



## Synopsis

Directed primarily toward undergraduate marketing college/university majors, this text also provides practical content to current and aspiring industry professionals. Written by two of the most respected individuals in the field, Public Relations Practices presents timeless case studies to help future practitioners develop agility in the principles and applications of effective two-way communications likely to confront them and their employer.

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