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The power of public relations, Joseph F. Awad, 1985, Business & Economics, 158 pages. .

Crisis Management Planning and Media Relations for the Design and Construction Industry, Janine L. Reid, Jun 19, 2000, Business & Economics, 192 pages. Crisis management is an increasingly important part of a construction or contracting business. This book is a step-by-step guide to crisis management planning for the entire

Public relations strategies and tactics, Dennis L. Wilcox, 1986, , 645 pages. Using real-life case studies, Public Relations: Strategies & Tactics helps students better understand the basic concepts, strategies and tactics practiced in public relations

The Practice of public relations, Wilfred Howard, CAM Foundation, 1982, Business & Economics, 250 pages.

Public Relations Issues and Crisis Management , , 2005, Communication in management, 118 pages. Focuses on using case studies to illustrate essential elements of successful issues and crisis management with an emphasis on practical application. Commentaries on each case

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Communication and Organizational Crisis, Matthew Wayne Seeger, Timothy Lester Sellnow, Robert R. Ulmer, 2003, Business & Economics, 297 pages. Taking a broad view of organizational crisis, the authors synthesize a rich and diverse body of theory, research, and practice and apply it to every kind of crisis imaginable

Public relations and community a reconstructed theory, Dean Kruckeberg, Kenneth Starck, May 23,

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Р'РІĐ Ñ•Đ ÒʻĐ Đ...Đj‹Đ â,,– Đ Ñ"ĐjÑ"ĐjĐ,ĐjĐf An Introduction, Shirley Harrison, 2000, Business & Economics, 212 pages. This is the ideal textbook for students of PR as it offers a link from theory to practice. Shirley Harrison describes the key frameworks and developments in PR and shows

Public relations the profession and the practice, Otis W. Baskin, Craig E. Aronoff, Dan Lattimore, Jul 1, 1996, Business & Economics, 508 pages. Provide your students with a thorough understanding of public relations practice with a text that incorporates the experiences of practitioners with the theoretical

Exam Prep for the Practice of Public Relations by Seitel, 9th Ed., Seitel, MznInx, 2009, , 78 pages. The MznLnx Exam Prep series is designed to help you pass your exams. Editors at MznLnx review your textbooks and then prepare these practice exams to help you master the

Writing for Results Keys to Success for the Public Relations Writer, Ray Begovich, Jan 1, 2001, Business & Economics, 72 pages.