

Rethinking Public Relations - Kevin Moloney

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The second edition of "Rethinking Public Relations" builds on the first with new thoughts, data and evidence presented in an accessible style. It develops thinking on the most important question facing PR today--its relationship with democracy--and finds a balance of advantages and disadvantages which leave a residue of concern. This exciting new edition challenges the conventional thinking about public relations and expands and updates the arguments put forward in the previous edition. It is designed to appeal to final year undergraduates, post graduates and researchers studying public relations. Author: Moloney, Kevin Publisher: Routledge Illustration: N Language: ENG Title: Rethinking Public Relations Pages: 00000 (Encrypted PDF) On Sale: 2006-03-01 SKU-13/ISBN: 9780415370615 Category: Business & Economics : Public Relations Category: Business & Economics : Economics - General

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