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Notes Includes bibliographical references (p. 342-375) and index
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appropriate for use in undergraduate courses on public-relations management, public-relations cases and campaigns or business management or integrated-communication management.

Applied Public Relations: Cases in Stakeholder Management (Routledge Communication Series) By Lawrence F. Lamb, Kathy Brittain McKee Bibliography

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THE ROLE OF PUBLIC IN CRISIS MANAGEMENT - XYZ360

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