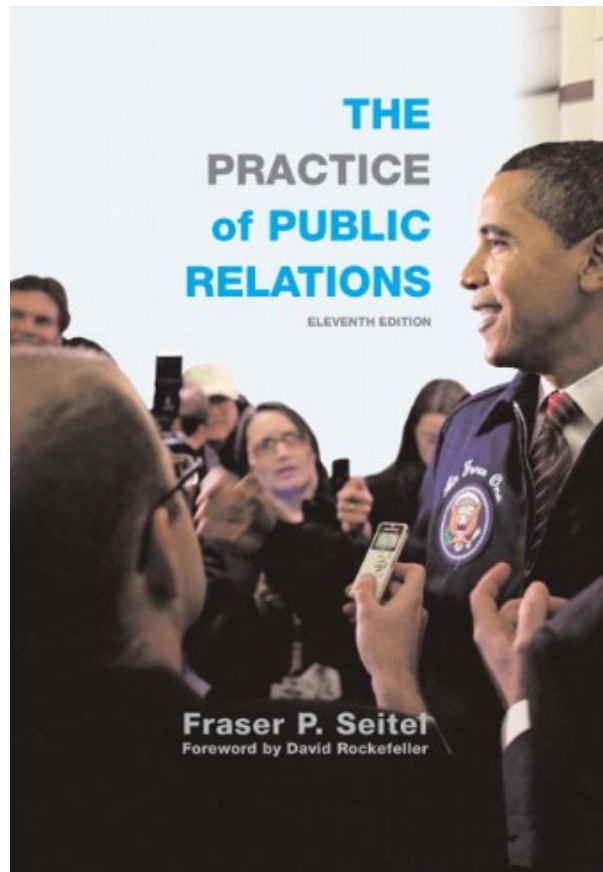
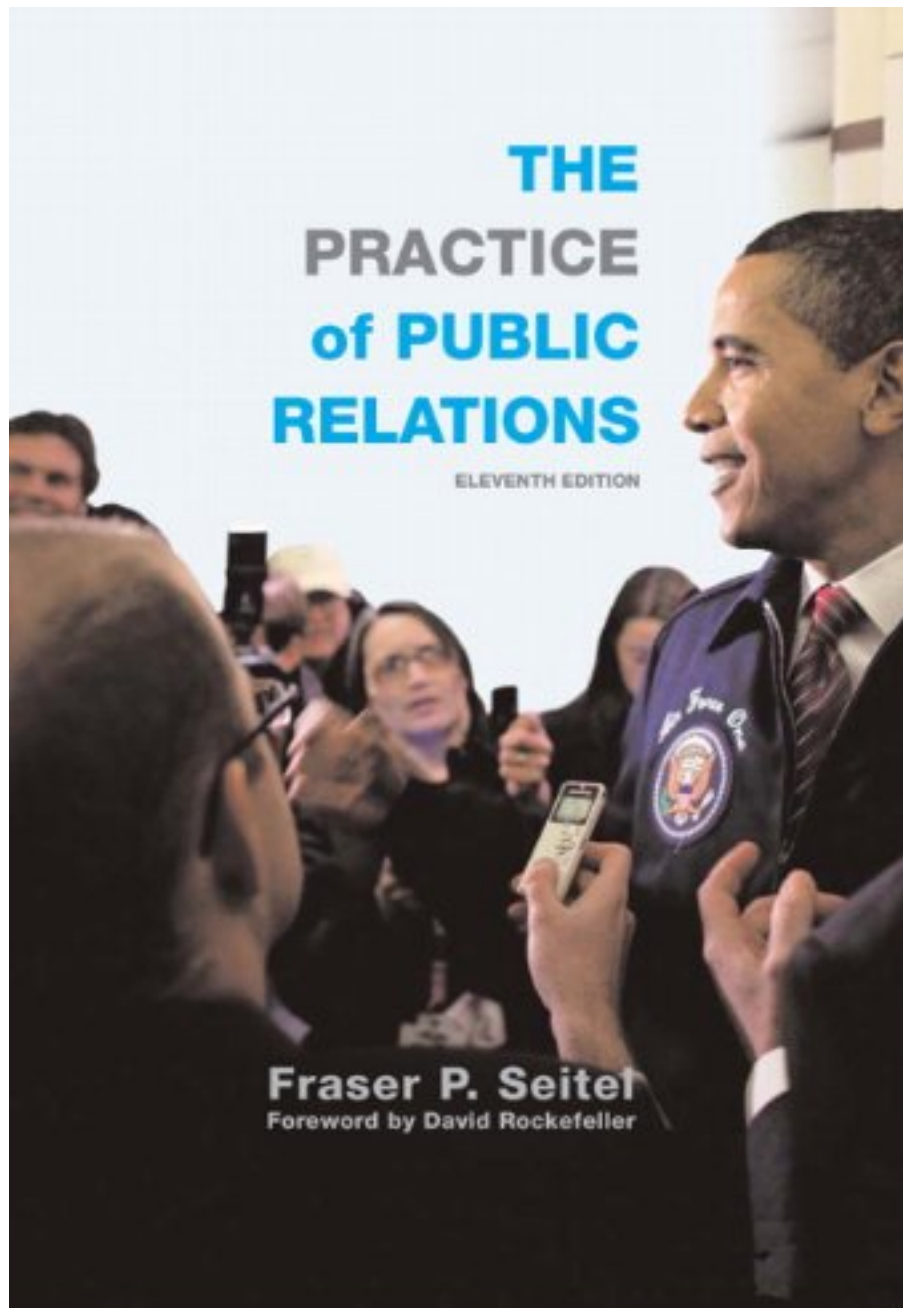


THE PRACTICE OF PUBLIC RELATIONS (11TH EDITION) BY FRASER P. SEITEL



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Pairing Fraser Seitel's unique, humorous voice with the most up-to-date case studies, interviews, news photos, and other techniques, the Practice of Public Relations is truly an "in-your-face" Public Relations textbook.

The 11th edition continues the theme of giving readers the knowledge and skills they need to know to be successful in today's world of public relations –including heavy emphasis on social media and ethics.

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