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Book Description This book presents a unique overview of public relations history, tracing the development of the profession and its practices in a variety of sectors, ranging from politics, education, social movements, and corporate communication to entertainment.

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### Why Public Relations? Public Relations The Profession And

He is the author of five books including Public Relations: The Profession and Practice, 5th Edition, published by McGraw Hill, and The Broadcast News Process 7th Edition, published by Morton Publishing Co. He is an accredited member of the Public Relations Society of America and is past chair (twice) of the Education Affairs Committee for PRSA.

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