



Engaging Public Relations: A Creative Planning Approach

By SMITH BRUCE L, KAUFMAN CHARLES O, MARTINEZ GILBERT

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- Rank: #385168 in Books
- Brand: Brand: Kendall Hunt Publishing
- Published on: 2012-08-25
- Original language: English
- Number of items: 1
- Dimensions: 10.71" h x .39" w x 8.31" l,
- Binding: Paperback
- 246 pages



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