



Essential Marketing 6: Public Relations (Paperback)

By Norman Clark

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.In this, Book 6 in the 10 part series the role, value and realities of Public Relations are laid out. How SME s can run their own effective programmes and when and how to use Professional Companies.



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