



## 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 SMEs can run their own effective programmes and when and how to use Professional Companies.



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