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**Public Relations
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PR TEXTBOOK FOR PR
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client, providing a voice in the marketplace of ideas. This kind of relationship depends on leadership recognizing that the public relations professional is loyal and trustworthy with confidences.

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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

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past chair (twice) of the Education
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relations (PR) help a company project a positive image to the public in order to achieve its goals. If you are interested in a career in this field, read on for more information about PR job titles, descriptions, and career tips.

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Introduction to Public Relations Ethics
He is the author of five books including
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