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Handbook of Public Relations: Amazon.co.uk: Heath, Robert ...

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The Global Public Relations Handbook | Taylor & Francis Group

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In 1990, Peter Gummer, Chairman of Shandwick plc (now Lord Chadlington), stated 'I believe that PR will increasingly be seen for what it really is - an indispensable tool of management'. In this environment of confidence and expectation of an improving reputation for public relations, in 1991 the first edition of The Public Relations Handbook appeared.

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