



## Public Relations: Theory and Practice

By Jane Johnston, Mark Sheehan

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The leading introduction to public relations has been thoroughly revised and updated to reflect best contemporary practice in this increasingly influential profession.

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## **Public Relations: Theory and Practice By Jane Johnston, Mark Sheehan Bibliography**

- Sales Rank: #4509791 in Books
- Published on: 2014-02-01
- Original language: English
- Dimensions: 9.00" h x 1.10" w x 7.00" l,
- Binding: Paperback
- 440 pages



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