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Public relations refers to the relationship between a company and the public. People working in public 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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Book Description This book presents a unique overview of public relations history, tracing the development of the profession and its practices in a variety of sectors, ranging from politics, education, social movements, and corporate communication to entertainment.

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Starting with the nature, history, and a theoretical basis of public

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