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from Peters and Waterman's "In Search of Excellence", this book provides a comprehensive look at public relations, giving readers an idea of where the field is and where it is heading. I'd consider this a must-have resource for anyone wanting to move up the ranks as a public relations professional. Excellence in Public Relations and Communication ... The Excellence Study provides communication managers and public relations practitioners with information critical to their own professional growth, and supplies organizations with tools that help them communicate more effectively and build beneficial relations with key publics. Manager's Guide to Excellence in Public Relations and ... W.P. Ehling, Public Relations Education and Professionalism.

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