

The New Australian and New Zealand Public Relations Manual, 095791301X, 9780957913011, Candy Tymson, Peter Lazar, Richard Lazar

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Handbook on International Public Relations: Australia, Hong Kong, India, Japan, Latin America, Malaysia, New Zealand, Singapore , Hill and Knowlton, Inc. Hill and Knowlton International, 1967, Public relations, . .

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Excellence in Public Relations and Communication Management , James E. Grunig, 1992, Business & Economics, 666 pages. This book is the initial volume coming out of the "excellence project"--a comprehensive research effort commissioned by the IABC (International Association of Business.

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