



Public Relations: Principles and Practice

Philip J. Kitchen

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The text examines in detail the theory behind the principles and practice of public relations. The book draws on the opinions, views, expertise and understanding of a range of practitioners and theorists. Information is supported by case vignettes, detailed case studies and end-of-chapter questions; to tackle the issues involved in the principles of public relations as we begin the new millennia. The text will help students and practitioners develop knowledge and skills in the arena of public relations.

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