



Successful Public Relations in a Week. (Teach Yourself)

Brian Salter

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Written by a leading expert on public relations as both a practitioner and a journalist, *Successful Public Relations In a Week* explains what you need to know to execute a successful public relations strategy. The highly motivational 'in a week' structure of the book provides seven straightforward chapters explaining the key points of PR. At the end there are questions to ensure you have taken it all in.



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