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THE HANDBOOK OF Strategic Public Relations and Integrated Marketing Communications Second Edition EDITED BY CLARKE L. CAYWOOD, PH.D. New York Chicago San Francisco Lisbon London

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The Handbook of Strategic Public Relations and Integrated ...

Caywood, CL (ed.) 2012, The Handbook of Strategic Public Relations and Integrated Marketing Communications. 2 edn, McGraw Hill. The Handbook of Strategic Public Relations and Integrated Marketing Communications.

The handbook of strategic public relations and integrated ...

The completely revised 2nd edition of The Handbook of Strategic Public Relations & Integrated Marketing Communications was published by McGraw-Hill in January 2012. 800 plus pages.

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